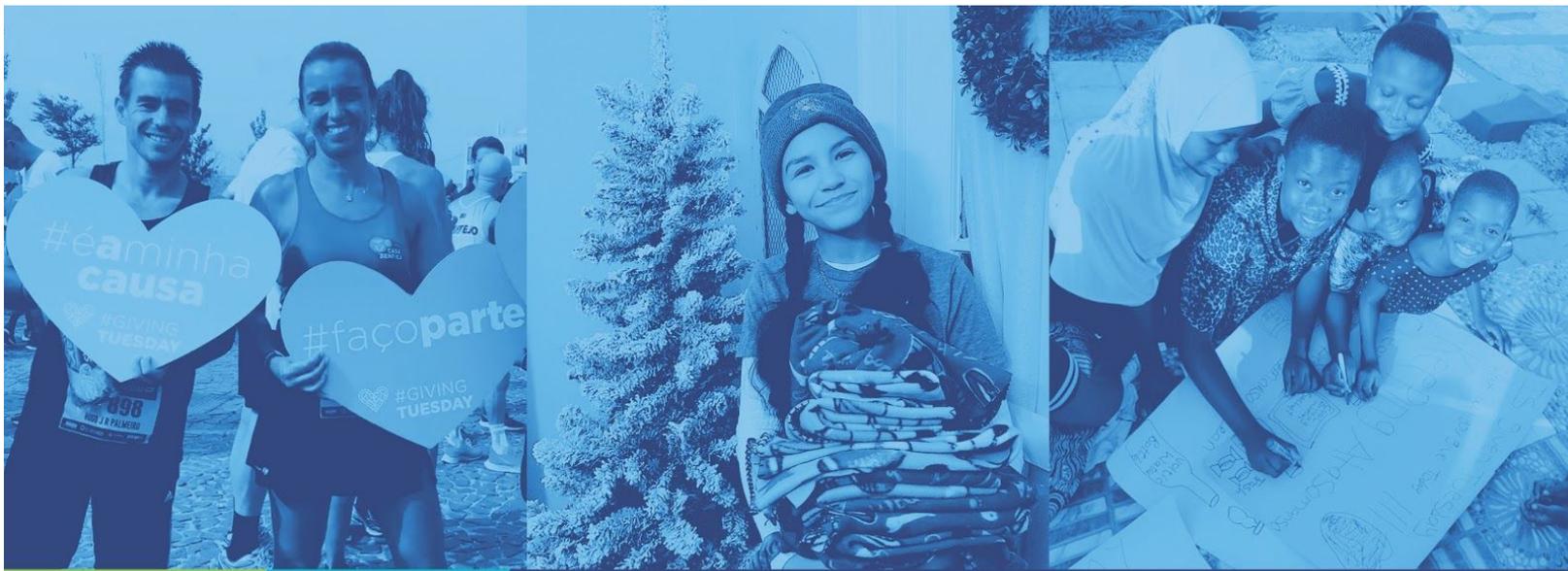


GLOBAL DAY OF UNITY

# COMPLETE TOOLKIT FOR SMALL BUSINESSES

December 1, 2020

@givingtuesday



**Small Businesses are the lifeblood of our communities, as the places we work, eat, shop, play and gather. With shutdowns around the world, small businesses are uniquely affected by the global pandemic. Still, they stand up for their communities and their workers through generosity and action. On GivingTuesday, small businesses around the world will once again rally together for those in need.**

## **What is GivingTuesday?**

### Key Messages

- GivingTuesday is a global day of generosity that will take place on Dec 1, 2020.
- GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and the world.
- GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- People can show their generosity in a variety of ways during GivingTuesday--whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts.
- Generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on.
- GivingTuesday emphasizes opportunities to give back to communities and causes in ways that allow people to embody social connection and kindness.

- We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others.

## Ideas for Participation

**GivingTuesday is about giving of all types** -- some businesses may choose to give a financial contribution to their favorite cause or a fundraising drive, others will opt to reach out to neighbors, start an advocacy campaign, donate goods or extra supplies, share gratitude to frontline workers and those keeping us safe. If you can show generosity and share kindness, you have something to give!

In many communities, a [GivingTuesday leader](#) might be organizing efforts to rally the community. If so, connect with them to join efforts and amplify voices.

There are many ways businesses can be a part of this global day of generosity by using their platforms, talents and resources for good.

- Launch a fund where others can help your employees and their families.
- Show gratitude and shine a light on your employees and customers thanking them for their support on your social channels.
- Raise money for an organization or cause you and your employees are passionate about.
- If you have a storefront, coordinate a drive of specific goods and coordinate pickup with a nonprofit that can get them to the right people or give to neighbors around your business.
- Share kindness with your neighbors--have employees check on those who are alone, elderly or may need help with errands or a friendly call.
- In your business front, post a poster/sign of support for your community's essential workers, neighbors and passers by to cheer them up and on.
- Use your social channels to encourage others to share kindness and be generous.
- If you are a restaurant or store, make a few extra dishes or package excess inventory and give to a few elderly neighbors or essential workers.
- Have a team with a special talent or skill, consider sharing it with others online while fundraising for a nonprofit or offer a free training session.

- Ask a “friendly” competitor to co-sponsor a take out dinner with you to send to employees or frontline workers.

## Social Media Ideas

### Simple Ways to Spread the Love

- Post an #Unselfie--a post on social media that shares a message about why your business gives back and what you are passionate about
- Create an online fundraiser for your favorite organization or support current efforts of a nonprofit your business cares about
- Change your business’s Twitter display name to show your support for a nonprofit or a community.
- Add Facebook frame to your profile to show that you’re giving back for GivingTuesday
- Add an Instagram donate sticker to your story
- Share a story about who is inspiring you to help and why your community is so important to you
- Use our “Together we...” theme to share ideas how together we can help (see graphics below for ideas!)
- Add a link to a favorite nonprofit in your instagram profile.



### Follow or tag us with your ideas:

Connect with us so we can help boost your ideas!

- Talk about giving and generosity using the hashtag GivingTuesday
- Share our Facebook posts — [facebook.com/GivingTuesday](https://facebook.com/GivingTuesday)
- Follow us on Twitter @GivingTuesday

- Find us on TikTok— [givingtuesday](#)
- Post your photos, videos and #UNselfies on Instagram: [@GivingTuesday](#)
- Snapchat — [add/GivingTuesday](#)

## Sample Messages

### Twitter

- We're standing with our employees today on GivingTuesday. Please contribute to support our employees and their families in this difficult time.
- We are showing our support for [cause/nonprofit] this December 1st for GivingTuesday. Together we can heal the world.
- We are proud to stand with people around the world in raising awareness & support for those helping our communities. Join us giving back this GivingTuesday: [givingtuesday.org](#).
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on GivingTuesday: [givingtuesday.org](#).

### Facebook/Instagram/LinkedIn

- We're standing with our employees today on GivingTuesday. Please contribute to support our employees and their families in this difficult time.
- We are showing our support for [cause/nonprofit] this December 1st for GivingTuesday. Together we can give back to communities around the world.
- We are proud to stand with people around the world in raising awareness & support for those helping our communities. Join us giving back this GivingTuesday: [givingtuesday.org](#).
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on GivingTuesday: [givingtuesday.org](#).

