



A GLOBAL DAY OF UNITY

GIVINGTUESDAY TOOLKIT FOR GIVERS

December 1, 2020

@givingtuesday



There are so many ways you can help spread kindness on December 1 for GivingTuesday. Visit [GivingTuesday.org](https://givingtuesday.org) and use the tools below for ideas on how to get involved and make a difference.



Key Messages

How to Talk about GivingTuesday

- 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.



How to Participate

GivingTuesday is about giving of all types -- some 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, or just share gratitude. If you can show generosity and share kindness, you have something to give! You can join in this global movement for unity and giving back in a variety of ways:

- Discover a local fundraiser, community drive or coordinated event to join others in your area or with your same interests in giving back -- they need your help.
- Give to your favorite cause or a fundraiser to help those in need.
- Share kindness with your neighbors--check on those who are alone and may need help with errands or just a friendly voice to talk to.
- Show gratitude to healthcare workers, service providers, and other essential workers who are making sure we still have the services we rely on, even at risk to their own health.
- Post a poster or sign of support for your community workers, neighbors and passers by to cheer them up and on.
- Volunteer virtually! Our friends at Points of Light have some [ideas and resources](#).
- Share a quick tutorial that offers up a skill or lesson to help others discover something new or helps students add to their at-home learning.
- Encourage others to share kindness and be generous during this time.



Social Media Ideas

Simple Ways to Spread the Love

- Post an #Unselfie--a post on social media that shares a message about why you give back
- Create your own P2P Fundraiser for a nonprofit
- Change your Twitter display name to show your support for a nonprofit
- Add Facebook frame to your profile to show that you're giving back for GivingTuesday
- Add an Instagram donate sticker to your story
- Share what cause matters to you or a story about how someone has inspired you to help
- Use our "Together we..." theme to share ideas how together we can help (see graphics below for ideas!)
- Add a favorite nonprofit link to your work or personal email signature.



Follow or tag us with your ideas:

Help us connect with others by using social media to spread the word!

- Talk about giving and generosity using the hashtag GivingTuesday
- Share our Facebook posts — facebook.com/GivingTuesday
- Follow us on Twitter @GivingTuesday and use the GivingTuesday hashtag
- Find us on TikTok— givingtuesday
- Post your photos, videos and #UNselfies on Instagram: @GivingTuesday
- Share our social media channels in your organizational and personal social networks



Sample Messages

Twitter

- I'm showing my support for [cause/nonprofit] this Dec 1st for #GivingTuesday. Let's come together to support our communities around the world.
- I'm proud to stand with people around the world in raising awareness & support for nonprofits and people who are helping communities. Join me giving back this #GivingTuesday
- 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:

Facebook/Instagram

- This Dec 1, I'm joining forces with people and organizations around the world for #GivingTuesday. Let's create a wave of generosity by sharing how you will support nonprofits, individuals, and organizations this December.
- 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!
- I'm joining forces with people and organizations in nearly every country for #GivingTuesday--a global day of giving and unity that will take place on Dec 1, 2020. Follow @givingtuesday for ideas and ways you can help.

LinkedIn

- I'm joining forces with people and organizations in nearly every country for #GivingTuesday--a global day of giving and unity that will take place on Dec 1, 2020. There are so many ways you can help others, but visit GivingTuesday.org for ideas