



GivingTuesday FAQ

December 1, 2020

What is GivingTuesday?

- GivingTuesday is a global generosity movement that unleashes the power of people and organizations to transform their communities and their world.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past seven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- 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's global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life..

When is GivingTuesday?

- GivingTuesday is held annually the Tuesday after Thanksgiving and this year on December 1, 2020. It's held on the same day in most [participating countries](#) in the world.

Who is organizing this?

- GivingTuesday is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world. The movement is organized in partnership with GivingTuesday's global network of leaders, partners, communities and generous individuals.
- Our ultimate goal is to create a more just and generous world, one where generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.

Who can participate?

- Everyone! GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organizations, small businesses and corporations. There are people and organizations participating in GivingTuesday in every country in the world.
- Participating in GivingTuesday is about **joining a movement for generosity**, and there are so many ways to do that. **Whether you give your voice, goods,**



your time, or your money, being generous is a way to fight for the causes you care about and help people in need.

How can I participate in GivingTuesday?

- Participating in GivingTuesday means that you're joining a global movement for generosity and there are so many ways to do that. Whether you give your voice, goods, your time, or your money, **being generous is a way to fight for the causes you care about and help people in need.**
- Connect with your local GivingTuesday movement to learn more about how you can give back in your [country](#) or [U.S. community](#).
- Here are some ideas you might consider:
 - Share kindness with your neighbors.
 - Volunteer virtually or share your talents
 - Give your voice to a cause that matters to you
 - 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. Search for opportunities here
 - Give to your favorite cause or a fundraiser to help those in need.
 - Use 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
 - Follow us on TikTok— GivingTuesday
 - Instagram — givingtuesday
 - Snapchat — add/GivingTuesday
 - Share our social media channels in your organizational and personal social networks
 - Announce your participation in GivingTuesday to your networks and email lists
 - [Visit our website for more ideas and ways you can get involved.](#)

What does it cost to participate?

- **There are no costs to participating in GivingTuesday.** GivingTuesday is a free and open movement to unleash generosity and all of our resources are available for free through our website.
- If your nonprofit is using a digital fundraising platform, there may be costs associated with the tools you choose to use – check with your technology providers to learn more.



Does GivingTuesday raise money or collect fees on GivingTuesday?

- No, all fundraising activities and the funds raised on GivingTuesday are directed by each participating nonprofit organization and processed by the giving platform of their choice.

I want to give back, help my neighbors and volunteer, but how can I do that safely?

- GivingTuesday is focused on ways to give back and bring communities together safely. We encourage individuals and organizations to adhere to public health guidelines and physical distancing to help reduce the spread of the virus and flatten the curve.
- There are many ways people can give back and communities can organize while still staying safe. We've been sharing some of these ideas from the daily text message campaign we ran for GivingTuesdayNow ([check out the archive here](#)) and check out our Ideas page on our [website](#) for more inspiration.
- There is no reason that our physical separation means we can't provide the financial, emotional and social supports that nurture our families and communities. 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. Embrace your power to be a beacon for others, and act.
- For more ideas, [visit our website](#) or [sign up for GivingTuesday Daily Generosity alerts](#) to get ideas and inspiration each day for ways to show kindness and give back while staying safe.
- GivingTuesday will share specific opportunities for individuals to participate in local, regional and country campaigns as well as ideas they can take and use for individual action or to rally their family, friends, neighbors, coworkers and networks to do good.

Can I still give even if I don't have any money?

- If you are an individual who wants to give back, there are many ways to do so. 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, share gratitude to frontline workers and those keeping us safe. If you can show generosity and share kindness, you have something to give!



How can nonprofits + community organizations get involved?

- You do not have to be listed on our website in order to participate in GivingTuesday, but **we encourage you to [register with us](#)**, as many people and media will refer to our page to identify campaigns close to them. You'll also receive our newsletter with tips, ideas, tricks, and news.
- **Organizations do not receive donations through the GivingTuesday website.** All donations need to be made through your organization's donation processing platform of choice.
- As a nonprofit or community organization, you can decide how much you'd like to do during GivingTuesday and what type of activity you'd like to promote. Some organizations host fundraising events, while others use the opportunity to reach out to their community with special content, or to thank their donors. [Get ideas here.](#)
- One great way organizations can help is to spread the word and encourage your communities and supporters to take action and do good on December 1. Use the hashtag #GivingTuesday when you post on social media so we can amplify your message.
- If you are part of a network or lead a group, think about ways you can rally around a cause and encourage your group to perform acts of kindness and generosity on this day. Share the ideas from our toolkits with your colleagues and decide if there's a particularly relevant type of activity that showcases your industry, interest, skills or other unique assets.

How can my business or brand get involved in GivingTuesday?

- There are many ways you can partner with organizations that align with your goals and community outreach to help add resources to their efforts, promote giving, and engage employees and customers to foster connection and increase giving.
- Ideas:
 - Consider sponsoring a match for your favorite organization.
 - Host a portion of sales event.
 - Organize a staff volunteer day.
 - [Find more ideas here.](#)
- One great way businesses can help is to spread the word and encourage your communities and supporters to take action and do good on December 1. Use the hashtag GivingTuesday when you post on social media so we can amplify your message.