

# GivingTuesday 2020 Key Messages + Talking Points

December 1, 2020

- GivingTuesday is a global day of generosity that will take place on December 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 nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- GivingTuesday is an opportunity for people around the world to stand together in unity—to use their individual power of generosity to remain connected and heal.
- 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.
- At a time when we are all experiencing the pandemic, 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 safe ways that allow for social connection and kindness even while practicing physical distancing.
- 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.