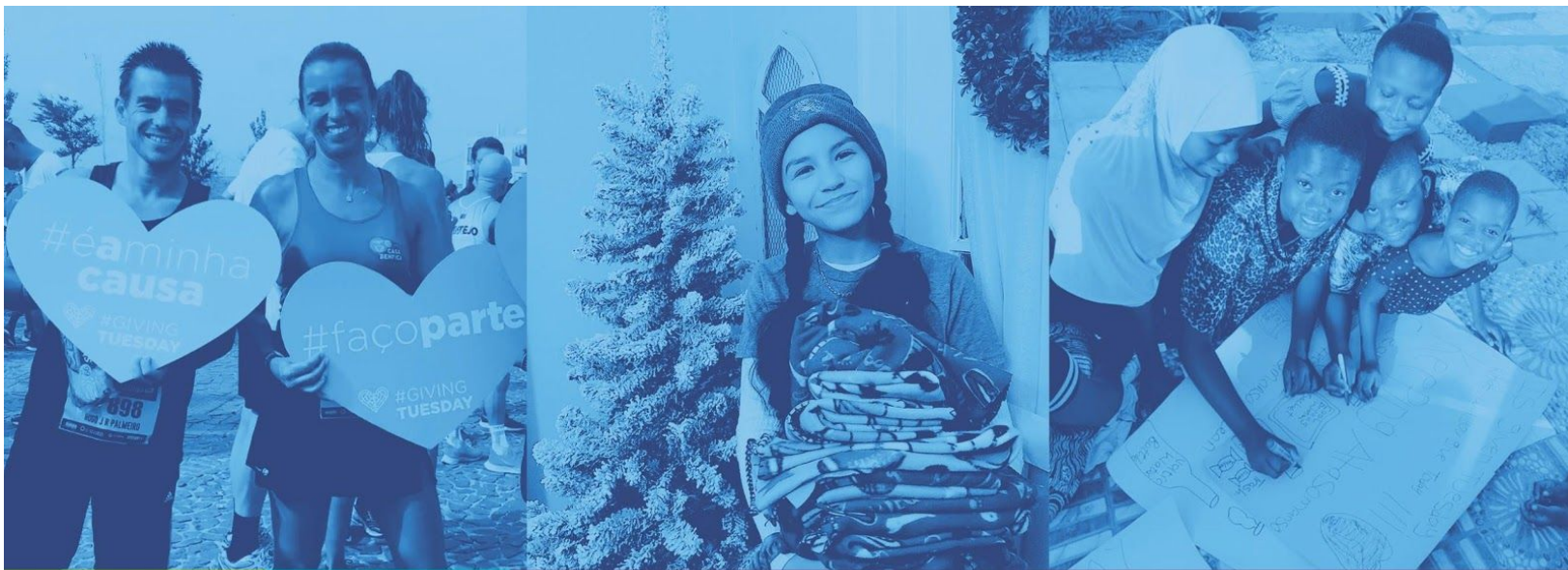


GivingTuesday

# PARTICIPATION TOOLKIT FOR FOUNDATIONS & FUNDERS

December 1, 2020

@givingtuesday





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.

From multinational brands to small businesses, from global philanthropists to small community foundations, from international nonprofits to neighborhood networks, people are coming together in a variety of ways to show unity on December 1 in celebration of GivingTuesday.

**As leaders of the social sector, we're glad you're on board to help encourage generosity and rally your networks.**

## About This Toolkit

We're providing this toolkit to foundations and funders to help you—especially your internal communications and marketing teams—plan your participation in this global day of unity and giving and determine how you wish to communicate to your stakeholders, supporters and others.

Inside you'll find key messaging, our promotional plans, social media ideas and resources to help you decide how to best support your community and your grantees. For materials that you can share with individuals or nonprofit organizations, visit our [website](#).

## Key Messages

### Why GivingTuesday?

Created in 2012 as a day to do good, GivingTuesday has grown into a year-round global generosity movement with leaders who have launched more than 200 community campaigns across the U.S. and national



movements in more than 60 countries. At the grassroots level, people and organizations participate in GivingTuesday in every country in the world.

On the last GivingTuesday, December 3, 2019, the global giving day generated \$2 billion in giving, just in the United States, and inspired millions of people worldwide to volunteer, perform countless acts of kindness, and donate their voices, time, money, and goods.

## How to Talk About GivingTuesday

- GivingTuesday is a global day of giving and unity that will take place on December 1, 2020.
- GivingTuesday is designed to drive an influx of grassroots generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world. It's a day when we can all come together and give back in all ways, no matter who or where we are.
- 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 support their communities.
- 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.
- Generosity can help alleviate the isolation and loneliness that many of us feel during this time. Our ability to give help and hope gives us agency, dispelling feelings of powerlessness.
- Even as we practice physical distancing, we can remain connected through kindness and generosity even without physical proximity. 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 each have a deep reserve of generosity, which we can deploy in myriad ways to make a difference—your time, your kindness, your skills,



your voice are all things you can give in addition to charitable donations.

## As a funder, how can you get involved?

Build support for your own initiatives and rally your constituents around critical needs in your community

- **If you have an organization specific fund, use GivingTuesday as a day to drive support for the fund**
- **Assist grantees in building a communications program that articulates their role and impact so that they can make the case for support**
- **Collaborate with other funders and partners across sectors to assist the community**
- **Spread the word! Your stature affords you a big megaphone to encourage generosity and acts of kindness**

### Specific Ways For Foundations + Funders to Participate

1. [Sign up](#) to stay informed about GivingTuesday
2. Share information about GivingTuesday with grantees, including this [Toolkit for Nonprofits](#)
3. Encourage staff, trustees, employees to participate in GivingTuesday by supporting an organization they are passionate about
4. Share information and encourage participation in GivingTuesday with your broader community on website, social media and in newsletters
5. Encourage grantees to participate and share tools and resources about running a great GivingTuesday campaign. In addition to the toolkit above, here are [10 ways that nonprofits](#) can participate beyond raising money



6. Make/announce regular or surprise grants to existing or new grantees either for expanded support or as matching/challenge funds
7. Provide challenge grants or matching funds to grantees
8. Provide monetary support for marketing efforts of your community GivingTuesday campaign or engage a staff person as a member of the planning committee for [your local Community Campaign](#)
9. If you are a community foundation, plan a campaign to encourage new donations to your donor advised funds
10. If you are a corporate funder, consider a volunteering day for employees in addition to potential monetary giving
11. If you are a public charity, consider a GivingTuesday campaign for your organization
12. If you are a giving circle, consider rallying your members to make special grants, run GivingTuesday giving circles, or run peer to peer fundraisers for your grantee organizations. [Here is a planning resource](#) that our partners at Philanthropy Together created for giving circles
13. Contribute to a community matching fund pool for GivingTuesday alongside other funders
14. Share information about your efforts – press release, website, social media
15. Showcase all the good happening in your community and share good news stories - both from your organization and other stories that inspire you. Check out GivingTuesday's social channels for examples.
16. Thank your grantees and supporters - host a thank a thon or add to a gratitude wall
17. 24 hours of gratitude - post once an hour about things your organization is grateful for
18. Go live - share how your organization has been participating and how you're impacting your community
19. Encourage others to share kindness and be generous during this time



20. Invest in an ecosystem of leaders, the health of the global social sector, and a generous and just world by supporting GivingTuesday.

### Suggested calls to action for your audiences:

- Save the date -- add GivingTuesday to your calendar and join us to create a wave of generosity around the world
- Get ready -- download tools and training and decide how you'll get involved
- Zero in on your generosity activation -- what idea will you deploy? How will you rally others?
- Learn how we're partnering to boost generosity and give back to important causes
- Join us to give back and show that we're in this together
- Share how you're giving back by posting to social media, talking to local media, your networks and add your pin to the [GivingTuesday generosity map](#)
- Take action to give back and connect with your community



# Social Media Ideas for Partners

## Update your profiles and use hashtags across all social platforms

- Brand your personal and organization's social media accounts with GivingTuesday graphics and be an ambassador for the movement. [Download Facebook cover images and more in the Social Share Toolkit.](#)
- Announce that you're participating in #GivingTuesday and build anticipation with a countdown to December 1!
- Use the hashtag #GivingTuesday – the buzz amplifies your reach by expanding your normal audience + encouraging others to get involved with your organization!

## Follow or tag us with your ideas:

Help inspire others by using social media to spread the word!

- Talk about your activation, and why giving and generosity is important to you using the hashtag #GivingTuesday
- Share our Facebook posts and add information about your own activation — [facebook.com/GivingTuesday](https://facebook.com/GivingTuesday)
- Follow us on Twitter @GivingTuesday and use the #GivingTuesday hashtag when posting about the day or your specific involvement
- Find us on TikTok— [givingtuesday](https://givingtuesday)
- Post your photos, videos and stories leading up to the day as well as updates on December 1st on Instagram: @GivingTuesday
- Snapchat — [add/GivingTuesday](https://add/GivingTuesday)



## Sample Messages for Partners

- We're proud partners of #GivingTuesday. Join us on December 1 in this global day of giving and unity. [Share your plans]
- Giving back isn't cancelled. On #GivingTuesday, we're sharing ways you can express generosity right from your own home. (Insert ideas for how folks can get involved in your mission or help move the needle on your cause, right from their own home)
- A truly global threat like COVID-19 affects every person on the planet, and it's an opportunity to come together as a global community.
- Together we are strong. We're rallying our community for #GivingTuesday -- Join Us to give back: [URL]
- Together we stand. We're united with our global community for #GivingTuesday. Let's give back and show our strength: [URL]
- Together we give. Learn how your generosity makes a difference on #GivingTuesday [URL]
- #GivingTuesday is an opportunity for people around the world to stand together in unity—let's rally to (insert cause).
- [ORG] is proud to show our support for [cause/nonprofit] this December 1st for #GivingTuesday. Together we can support our communities around the world.
- We're proud to stand with people around the world in raising awareness & support for nonprofits and people who are helping communities. Join us in giving back this #GivingTuesday: [givingtuesday.org](https://givingtuesday.org).
- Join [ORG] 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](https://givingtuesday.org) / or your landing page.