



Toolkit for Businesses

#GivingTuesday

Tuesday, November 28, 2023

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IDEA STARTERS

There are many ways businesses can be a part of this global day of generosity by using their networks, 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. [Visit the GivingTuesdayLeb.com Giving Guide to find a nonprofit.](https://www.givingtuesdaylebanon.com/giving-guide-to-find-a-nonprofit)
- 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.
- Use your social channels to encourage others to share kindness and be generous.
- Restaurants: make a few extra dishes or package excess inventory and give to a few elderly neighbors or essential workers.
- Restaurants: organize a Dine Out, Do Good program with other local establishments. Commit to giving a portion of sales to charity on GivingTuesday.
- 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.
- Collaborate with other local businesses on a food distribution or pop-up market for those in need.
- Retail: Amplify GivingTuesday with store signage. You can also run a donation drive on GivingTuesday. Collect non-perishable food or home goods to bring to a nonprofit's collection. And be sure to take lots of photos along the way so your customers can see how big of a collective impact they helped you make.



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Email Ideas

Email is one of the most effective ways to communicate with your audience this time of year. To make sure your subscribers don't miss a thing you're doing this holiday season, we recommend sending a 5-email campaign:

Email #1: Give your subscribers a heads up as soon as you can, letting them know about your special offers on Small Business Saturday and how you'll be participating in GivingTuesday.

Email #2: Send a reminder email about a week before the holiday shopping weekend. Make sure to include the date, your specific offer, and everything they need to know about your sale.

Email #3: Send an email on Small Business Saturday. Let your subscribers know about your promotion and how much you value their support on Small Business Saturday.

Email #4: Send an email on Giving Tuesday. Let your audience know about a cause you care about and encourage them to donate or volunteer.

Or, you could even lead a volunteer group and let your audience know your store will be closed so you can spend time giving back to your community. Consumers want to support brands that give to others and do their part to make their community a better place.

Email #5: Say thank you. Segment your list and say thank you to those subscribers who supported you during Small Business Saturday or GivingTuesday.



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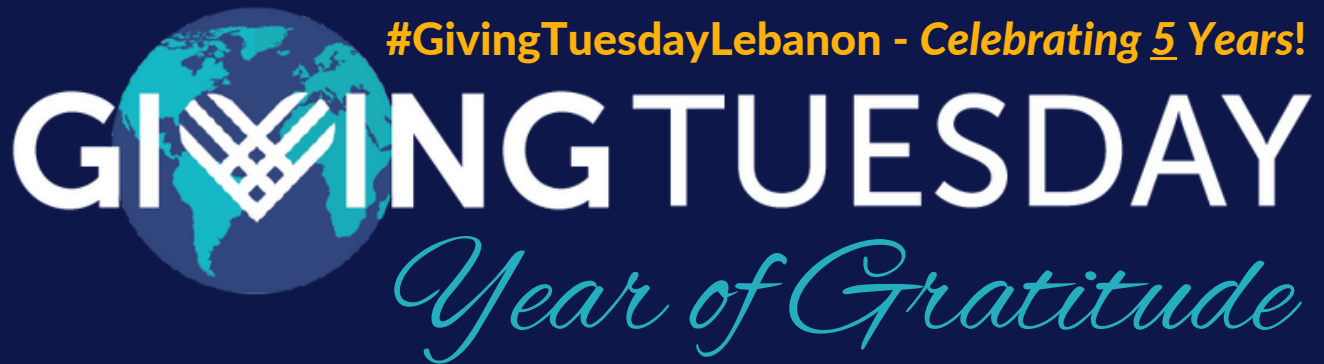
Social Media Ideas

- Post an #Unselfie—a post on social media that shares a message about why you give back. ([Download the template here](#))
- 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.



SAVE THE DATE

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GivingTuesdayLeb.com
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