



#GIVINGTUESDAY

**MAYORAL  
PROCLAMATION  
TOOLKIT**

# HOW TO REQUEST A MAYORAL PROCLAMATION FOR #GIVINGTUESDAY

#GivingTuesday inspires personal philanthropy and encourages bigger, better and smarter charitable giving during the holiday season.

This toolkit provides you with all the resources you may need to have your Mayor proclaim November 28, 2017, as #GivingTuesday, a “Day of Giving”, in your city.

## WHAT IS A MAYORAL PROCLAMATION?

Proclamations are typically issued by a mayor to recognize the importance of a community event, significant achievements by community members, or to signal a city’s role in significant national events.

Proclamations may be read at a City Council meeting, or at a community event being recognized, depending entirely on the schedule of the Mayor. Proclamations are often posted on the city’s website. Original signed proclamations will be provided to the requesting party (sometimes they must be received in person at city offices).

## WHY REQUEST A MAYORAL PROCLAMATION IN YOUR CITY?

- Opportunity to meet/greet/photo with your Mayor and/or other city representation
- Become a #GivingTuesday Ambassador for your city and help establish #GivingTuesday as a national day of giving
- Help your city celebrate philanthropy, volunteerism and community service
- Get your city government more involved in local causes

## WHAT #GIVINGTUESDAY WILL OFFER YOUR CITY:

- The chance for citizens to give back to their community and local causes
- Build and strengthen partnerships across sectors
- Tell your city’s giving stories to new audiences and bring attention to philanthropic commitments during the holiday season

## IN THIS TOOLKIT, YOU WILL FIND:

- Steps to request a Mayoral Proclamation
- Sample outreach email
- Sample Mayoral Proclamation for #GivingTuesday
- #GivingTuesday Fact Sheet
- Sample Press Release



## STEPS TO REQUEST A PROCLAMATION

### 1. Visit your local government's website.

Some city and state websites will have a section on "How to request a Mayoral Proclamation." Some will even have an online mayoral proclamation request section on their website. If they do not have an online request section, send an email request to your mayor. Most mayors will have their contact information, including their email address, on the City's official web page.

**You can use the sample outreach email in this toolkit.**



### 2. Plan ahead

Proclamations requested at least two months in advance have the best chance of being completed and provided to the requestor by a specific date. Make sure to reach out well in advance of #GivingTuesday.

### 3. Provide a draft

If the response is positive from your Mayor's office, they may request you to send a draft of a sample proclamation.

**We've included a sample draft proclamation in this packet for you to edit and send.**

### 4. Celebrate your city

Your local government office may invite you to attend a meeting to accept the proclamation on behalf of #GivingTuesday. This is a great press opportunity and way to bring your community together to celebrate generosity. Plan a community event and invite other #GivingTuesday partners and local members of the press to take part as well.

### 5. Share your proclamation

Share your press release, photos, videos and other moments from receiving your proclamation with the global #GivingTuesday community by posting on social media using the hashtag #GivingTuesday.

**The #GivingTuesday team can also promote your civic leadership on our social media if you email us your photos, announcements and copy of your proclamation at [info@givingtuesday.org](mailto:info@givingtuesday.org).**

## SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach to your Mayor and local officials for #GivingTuesday. Feel free to copy, paste or adjust as you see fit for your organization as you communicate about your involvement with #GivingTuesday.

Subject: #GIVINGTUESDAY: WHEN [INSERT NAME OF CITY] GIVES AS GOOD AS IT GETS

Dear \_\_\_\_\_,

This year, on Tuesday, November 28, 2017, we are part of a call to action that will change the calendar and help make history. We are celebrating a day dedicated to giving – when charities, families, businesses, community centers, students, retailers and more will all come together for #GivingTuesday – a movement to celebrate giving and encourage more, better and smarter giving during the holiday season that we are proud to be part of.

Local mayors around the country have supported the movement in their area. Mayors from Chicago, Philadelphia, Los Angeles, New York and many other smaller cities and towns formally endorsed #GivingTuesday. The White House has also publically supported #GivingTuesday, with an official statement in previous years.

In 2016, the fifth year of #GivingTuesday, millions of people in 98 countries came together to give back and support the causes they believe in. Over \$177 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

As a #GivingTuesday partner from the City of \_\_\_\_\_, we would like to respectfully request that the City of \_\_\_\_\_ officially proclaim November 28, 2017 as #GivingTuesday. The City of \_\_\_\_\_ can really help to make #GivingTuesday something that will change the way we think about philanthropy and community service for generations to come.

The campaign provides a framework and ideas for people to choose their own best way to contribute to their communities and will provide the citizens of \_\_\_\_\_ with an opportunity to share their giving story.

For additional information, please visit the website at [www.givingtuesday.org](http://www.givingtuesday.org).

It would truly be an honor to have the City of \_\_\_\_\_ formally proclaim #GivingTuesday as a day of giving. Thank you for considering our request.

[NAME]

[ORGANIZATION NAME]

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MAYORAL PROCLAMATION TOOLKIT

## SAMPLE #GIVINGTUESDAY PROCLAMATION

WHEREAS, Giving Tuesday was established as a national day of giving on the Tuesday following Thanksgiving; and

WHEREAS, Giving Tuesday is a celebration of philanthropy and volunteerism where people give whatever they are able to give; and

WHEREAS, Giving Tuesday is a day where citizens work together to share commitments, rally for favorite causes, build a stronger community, and think about other people; and

WHEREAS, it is fitting and proper on Giving Tuesday and on every day to recognize the tremendous impact of philanthropy, volunteerism, and community service in the City of [CITY NAME]; and

WHEREAS, Giving Tuesday is an opportunity to encourage citizens to serve others throughout this holiday season and during other times of the year.

NOW, THEREFORE, I, [MAYOR'S NAME], Mayor of the City of [CITY NAME], do hereby proclaim November 28, 2017 as

Giving Tuesday

in the City of [CITY NAME], and encourage all citizens to join together to give back to the community in any way that is personally meaningful.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of [CITY NAME], [STATE], to be affixed this 28th day of November 2017.

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[NAME]  
MAYOR

## SAMPLE PRESS RELEASE

### Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

**[INSERT CITY'S NAME] Proclaims November 28, 2017 #GivingTuesday**

**[INSERT CITY'S NAME] Day of Giving**

[INSERT LOCATION] [INSERT DATELINE] – [INSERT CITY'S NAME] has proclaimed November 28, 2017 #GivingTuesday - [INSERT CITY'S NAME] Day of Giving. #GivingTuesday is a global day of giving that harnesses the collective power of a unique blend of partners—charities, families, businesses, and individuals—to encourage philanthropy and to celebrate generosity worldwide. #GivingTuesday is held annually on the Tuesday after Thanksgiving, this year, November 28, 2017, to kick off the holiday giving season and to inspire people to take collaborative action to improve their local communities and to give back in better, smarter ways to the charities and causes they support.

Millions of people in over 98 countries have participated in the movement.

[INSERT QUOTE FROM CITY SPOKESPERSON]

[INSERT WHY PARTNER JOINED #GIVINGTUESDAY AND DETAILS OF PARTNER #GIVINGTUESDAY INITIATIVE]

[INSERT QUOTE FROM PARTNER ORG. SPOKESPERSON]

Seeing an opportunity to channel the generous spirit of the holiday season and to inspire action around charitable giving, a group of friends and partners, led by the 92nd Street Y (92Y), came together to find ways to promote and celebrate the great American tradition of giving. Thought leaders in philanthropy, social media, and grassroots organizations joined with 92Y to explore what is working in modern philanthropy and how to expand these innovations throughout the philanthropic sector.

“It’s been a privilege to work with remarkable leaders all over the country building a movement around #GivingTuesday,” said Henry Timms, 92Y’s Executive Director and founder of #GivingTuesday. “This initiative has truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.”

Those who are interested in joining [INSERT ORGANIZATION NAME]’s #GivingTuesday initiative can visit [INSERT SPECIFIC #GIVINGTUESDAY LANDING PAGE ADDRESS IF AVAILABLE]. For more details about the #GivingTuesday movement, visit the #GivingTuesday website ([www.givingtuesday.org](http://www.givingtuesday.org)), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on social media.

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**About [INSERT ORGANIZATION NAME]**  
[INSERT ORGANIZATION BOILER PLATE]

### **About #GivingTuesday**

#GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday will be held on November 28, 2017. #GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

**To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:**

**Website:** [www.givingtuesday.org](http://www.givingtuesday.org)

**Facebook:** [www.facebook.com/GivingTuesday](http://www.facebook.com/GivingTuesday)

**Twitter:** [twitter.com/GivingTues](http://twitter.com/GivingTues)

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