



#GIVINGTUESDAY

2017
COMMUNICATIONS
TOOLKIT

THANKS FOR JOINING #GIVINGTUESDAY!

WE ARE SO GLAD TO HAVE YOU INVOLVED.

On **Tuesday, November 28, 2017**, charities, families, businesses, community centers and students around the world will come together for one common purpose: to celebrate and encourage giving.

Anyone, anywhere can get involved in #GivingTuesday and give back in a way that is meaningful to them. From fundraising to volunteering to pro bono service, #GivingTuesday is a great way to engage your community and to become part of a larger worldwide movement that promotes generosity.

You are the most important part of making this movement a reality. We have put together this toolkit to provide you with all the resources you need to get started, including:

- #GivingTuesday mega messages
- Ideas for getting involved
- Social media tips
- Campaign timeline
- Press release template
- Ideas and examples
- Mayoral proclamation toolkit
- #GivingTuesday team contact information

MEGA MESSAGES

Here are some suggestions for messaging #GivingTuesday to your community. Feel free to incorporate any or all of this language into your communications.

#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. Millions of people have come together to support and champion the causes they believe in and the communities in which they live.

We have two days for getting deals – Black Friday and Cyber Monday. On #GivingTuesday, we have a day for giving back. Together, people are creating a new ritual for our annual calendar. #GivingTuesday is the opening day of the giving season: a reminder of the “reason for the season.”

Every act of generosity counts, and each means even more when we give together. #GivingTuesday includes people of all ethnicities, religions and backgrounds. Together, millions of people demonstrate our common capacity to give.

#GivingTuesday is a celebration of America’s greatest traditions: generosity, entrepreneurialism, community. Everyone has something to give. You can give time or expertise, monetary donations large or small, simple acts of kindness, food or clothing.

IDEAS TO GET INVOLVED

Below are some examples of ways your organization can activate on #GivingTuesday. Remember to check our [website](#) for the latest ideas, trends and tips to launch your #GivingTuesday initiative!

Raise Funds

- Donate or organize a fundraiser for a nonprofit. Experiment with creative approaches to expand your donor base and to raise more for charities around the world.
- Launch a campaign on #GivingTuesday to increase donations through the end of the year.
- Partner with a donor or sponsor to host a matching grant challenge for #GivingTuesday. This could be a 24-hour challenge leading up to #GivingTuesday, or it could launch on #GivingTuesday and run through December 31.

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Volunteer

- Volunteer for a charity or organize a larger team volunteer event with your friends, staff and neighbors.
- Donate pro bono hours to help charities in need of your skills.
- Organize a donation drive for people to donate goods, clothing and other items to those in need.

Collaborate

- Partner with local organizations to give a donation (money, goods or services) to nonprofits.
- Ask organizations to work together to build a local #GivingTuesday movement. In 2016, over 80 cities and states led their own #GivingTuesday movements to benefit local nonprofits.
- Create a #GivingTuesday product to sell during the holiday season and donate proceeds to a partnering charity on #GivingTuesday.
- Get your local government officials to proclaim November 28, 2017 #GivingTuesday in your city or town. Make this a big press moment and bring the community together to celebrate generosity.

Get Social

- Activate your social media constituency (or open a new social media account) to talk about giving.
- Celebrate community heroes and service leaders on social media and with your local press.
- Email your community to educate them about #GivingTuesday and invite them to give.
- Share photos from past campaigns or volunteer events to teach your followers about how you serve the community. Remember to use the hashtag #GivingTuesday!
- Create a #GivingTuesday video with your family, community or staff. Share on YouTube, Facebook, and social media using the hashtag #GivingTuesday.
- Brand your personal and organizational social media accounts with #GivingTuesday graphics and be an ambassador for the movement.
- Partner with organizations or sponsors to do a social media fundraising campaign, where a certain amount is donated per re-tweet, like, or post.

Give More

#GivingTuesday is so much more than one day in November. Pledge to do more the following year. For instance, you can give a certain amount every month to a charity, pledge to volunteer every month or launch a payroll giving program to continue to give back.

SOCIAL MEDIA TIPS

Social media is key to making sure that the #GivingTuesday message grows and reaches new audiences. It's also one of the best ways to celebrate giving and to share your organization's story, mission and values.

Remember to use the hashtag #GivingTuesday on social media when talking about your campaign.

We want to hear your story and for your followers and network to join the conversation. You can also tag us @GivingTues, find us on [Facebook](#), [Instagram](#), [LinkedIn](#) or Snapchat (find us at givingtuesday) and we will retweet or share your messages.

Please refer to our **Social Media Toolkit** for more tips and ideas for social media. Some sample messages include:

- Twitter: "Help kick off the giving season & make a difference this 11/28 by joining #GivingTuesday @GivingTues"
- Facebook: "Join the worldwide #GivingTuesday movement and help redefine the giving spirit this holiday season! Visit www.givingtuesday.org to learn how you can make a difference."
- Instagram: Join me and post an #UNselfie, or a photo of yourself giving back, or create a short video about why you give. Remember to use the hashtag #GivingTuesday and visit www.givingtuesday.org to learn more.
- LinkedIn: Post a blog sharing how you serve the community.

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2017 CAMPAIGN TIMELINE

So you've signed up for #GivingTuesday. You've downloaded the toolkit and logos, but where do you start? This timeline will help you plan for #GivingTuesday!

July-August

- **Ready, set, plan!** Have a staff meeting and select the team that will work on your #GivingTuesday campaign. Assign roles and start floating ideas for how your organization can get involved. If you need inspiration, check out our ideas and case studies to see what other organizations have done in the past.
- **Collaborate.** More and more organizations are working together to have a greater impact on #GivingTuesday. Talk to your current partners or reach out to organizations who work in your city or on a similar cause and see if together, you can do more.
- **Set a goal.** Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- **Join a webinar.** The #GivingTuesday team and our many partners are sharing ideas and tips through webinars over the summer. Visit www.givingtuesday.org/events to register for the next webinar and hear what other organizations are planning.
- **Find a match.** We've seen a lot of success around matching campaigns. Start early and reach out to an organization to see if they would like to work with you on a matching campaign for #GivingTuesday.

September

- **Announce.** Share your plan and goal in a press release or with a staff or community launch party, and start spreading the word about your plans for #GivingTuesday on social media.
- **Share your story.** Write a blog post about your campaign and share it on the #GivingTuesday website.
- **Send a save the date.** Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has November 28th marked on their calendar.
- **Have fun on social.** Some organizations create their own #GivingTuesday hashtag to talk about their campaign (#GivingZooDay, #GivingShoesDay, #GivingTuesdayJHU). Others customize our logo and graphics to match their brand colors. We love this creativity and September is the perfect time to start using these materials to spread the word about your campaign.
- **Talk to your mayor and local officials about proclaiming November 28 #GivingTuesday.** Use our Mayoral Proclamation Toolkit to get started.

October

- **Build a drumbeat.** Start scheduling regular (2-3 times a week or more) social media messages to talk about your campaign.
- **See if your city is planning a civic campaign.** In 2016, over 80 cities and states came together to create their own local #GivingTuesday movements. Check out [our map](#) of the USA to see if there is a movement in your neighborhood. If so, reach out and see how you can get involved.

- **Pitch your local press.** Use our Sample Press Release to share your campaign plans with your local media. We see a lot of coverage for #GivingTuesday — now is the perfect time to reach out and see how you can promote your story.
- **The week of October 30, send a “1 Month to Go” email, newsletter and social media messages** to make sure your board, staff, and community knows that we are in the final countdown for #GivingTuesday!
- **If you are planning an in-person event or celebration on November 28, send out invitations!**
- **Finalize your evaluation strategy.** Tracking activity and evaluating your campaign is a great way to learn more about how your organization engages its community. Find a team member to oversee this evaluation and use the resources on the #GivingTuesday website to determine how you will track, measure and share the results from your campaign.

November

- **Go big on social media!** There’s less than a month to go — tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #GivingTuesday in your messages so we can retweet and share your plans.
- **Continue pitching the press.** Share your story to get your team and community excited.
- **November 28 — #GivingTuesday!**
- **November 29 —** Send out thank you messages and start collecting and sharing results.

December

- **Report results from your campaign.** Email the #GivingTuesday team at info@givingtuesday.org with any interesting findings or announcements we can share.
- **Say thank you** to your staff, donors, volunteers, partners, faculty and community.
- **Continue to use the momentum from #GivingTuesday to boost your end-of-year or holiday campaign.**

SAMPLE PRESS RELEASE

Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

[INSERT ORGANIZATION NAME] Joins the Global #GivingTuesday Movement Pledges to [INSERT CAMPAIGN DETAILS]

[INSERT LOCATION] [INSERT DATELINE] – [INSERT ORGANIZATION NAME] has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. **INSERT ACTUAL PROJECT/DONATION PLATFORM HERE**. Occurring this year on November 28, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the US) and the widely recognized shopping events Black Friday and Cyber Monday to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

[MORE DETAILED INFORMATION ON WHY YOUR ORGANIZATION JOINED #GIVINGTUESDAY AND DETAILS OF YOUR #GIVINGTUESDAY INITIATIVE INCLUDING GOALS, PARTNERS AND PAST #GIVINGTUESDAY SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM PARTNER ORG. SPOKESPERSON]

92Y – a cultural center in New York City that, since 1874, has been bringing people together around its core values of community service and giving back – conceptualized #GivingTuesday as a new way of linking individuals and causes to strengthen communities and encourage giving. 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.

“We have been incredibly inspired by the generosity in time, efforts and ideas that have brought our concept for a worldwide movement into reality,” said Henry Timms, founder of #GivingTuesday and executive director of 92Y. “As we embark on our sixth year of #GivingTuesday, we are encouraged by the early response from partners eager to continue making an impact in this global conversation.”

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), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on social media.

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

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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 falls on November 28. #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

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues

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