



GIVINGTUESDAY

#RefugeesGive

CAMPAIGN TOOLKIT

800 stories for the 80M forcibly displaced

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. This movement has brought together local people with collective hopes for their communities and to drive positive change in 70+ countries and now will help connect the global refugee community.



#RefugeesGive

A storytelling campaign that aims at **celebrating the generosity within the refugee community**. The goal of the campaign is to create a groundswell of support and awareness for refugee communities worldwide by **empowering refugees around the world to share their stories** on social media and celebrate the values that connect us, no matter our home country or location.

When refugees share their stories with us, we get to see the world through their eyes. Let's use the power of social media to show the contributions that refugees bring to their communities.

In honor of the 80M forcibly displaced people around the world, let's gather 800 stories on the hashtag #RefugeesGive on June 20 for World Refugee Day.



OFFICIAL LAUNCH!

Sunday, June 20 in honor of **World Refugee Day** and continue through Giving Tuesday 2021 on November 30th. World Refugee Day marks the day we celebrate the generosity and resilience of the refugee community while finding ways to support and amplify their voices!

@givingtuesday





HOW TO PARTICIPATE?

Join organizations and individuals around the world on June 20th by sharing stories using the hashtag **#RefugeesGive**. You can do this in 3 easy steps:

1. **Post** photos, video, or art with a short story or message about how and why you give as a member of the refugee community ([click here for examples](#)).
2. **Tag** @givingtuesday and use the hashtag #RefugeesGive
3. **Share** your stories and content across social media for the chance to be featured in our campaign highlight on the week of World Refugee Day.



IDEAS FOR ORGANIZATIONS

If you're a **refugee-serving organization**, ask your refugee community for stories: What motivates you to give to those around you? What is generosity for you? Why is giving important to you?

- Put a call to your followers to share their stories through photos or video using #RefugeesGive.(sample social media below).
- Include the ask for stories in your weekly emails, newsletters, or internal communications channels.
- Go live with a member of your refugee community to talk about what generosity means.



SAMPLE OUTREACH SOCIAL MESSAGES

Rally your community online!

- There are more than 26M refugees in the world, but we rarely know their faces or hear their stories. In celebration of World Refugee Day here's a story about how #RefugeesGive to their communities at home and abroad.
- If you identify as a refugee, today is your day! Share how #RefugeesGive and show the world how your community makes a difference wherever you are.
- Giving is not just about making a donation. It is about making a difference. Throughout World Refugee Day, we're sharing many different ways you can support [ORG] as we showcase how #RefugeesGive and help pay it forward!
- In support of @GivingTuesday campaign #RefugeesGive we will be sharing stories of refugees who are agents of change in their host communities around the world. We can all be generous regardless of where we call home.

Be on the lookout on GivingTuesday's social media channels from June 20-27, you might just catch your story being featured! If you have questions or ideas, contact us at info@givingtuesday.org

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