

How to use this document: Please press File, then Make A Copy if you'd like to create an editable copy of this document for yourself.



**GIVINGTUESDAY**

**HELP MAKE  
GENEROSITY GO VIRAL**



## Note to Nonprofits:

This is a toolkit you can share with influencers and ambassadors to help get the word out about your GivingTuesday campaign. [Read through our instruction guide first](#) if you need help finding + connecting with influencers and spokespeople for your campaign (TL:DR: anyone who has a megaphone, a network that's different than the one you have - does not need to be a celebrity!)

*. Customize this guide with your nonprofit's mission, messaging + graphics, DELETE THIS SECTION, then off you go!*

## About GivingTuesday

Created in 2012 as a day to do good, GivingTuesday has grown into a year-round **global generosity movement**. From global brands to small businesses, from celebrities to everyday grassroots givers, people will come together in a variety of ways to celebrate generosity, give back, and show kindness on **GivingTuesday**. It's about ordinary people working together to change the world. Help us inspire a wave of good by using your voice to help spread generosity.

## About [Your Organization]

*The influencer already knows a lot about your organization, of course, because you've been building a relationship with them. The point of this section is to provide them with copy/pasteable language about your mission or what it is you want them to say about you in a 15sec TikTok video. Be brief and use a simple social-media ready explanation of what you do.*

## How to Participate

We believe that all acts of generosity help shape the world we want to live in, and so there are no rules for how to participate in GivingTuesday. Every single



act of generosity counts and we encourage you to be creative! Pick an issue and give back in any way that's meaningful to you. Here are some ideas:

- Create content that inspires and helps your fans get ready for GivingTuesday, or post our ready-made content. See below for inspiration and assets you can use.
- Run a fundraiser for us using Instagram Stickers or Facebook's fundraising tools.
- Go live on Instagram and collect donations ([how-to](#))
- Match your followers' donations to our organization. ([example](#))
- Add our link to your bio

**[Add GivingTuesday to your calendar!](#)**

## Social Media Direction + Content

Here are some ideas for what to post on your channels to help get your fans excited and inspired to give on GivingTuesday. We also encourage you to **create your own content and tell your giving story**. You know what will inspire your fans to take action and give. We'd love for you to post across channels to reach as many people as possible.

Note that these [assets are available to download via Canva](#).

## Links to Use

- Get ideas for how to give: <https://givingtuesday.org/ideas>
- **[INSERT YOUR ORGANIZATION LINKS HERE]**

## Tagging + Hashtags

- Hashtag: #GivingTuesday **[+ your nonprofit's hashtag if you have one]**
  - In addition, you can include commonly used hashtags like #givingback #volunteering #causes #inspiration
- Tag @GivingTuesday on social so they can share and help amplify our mission even further.



## Sample Messages + Ideas

### TikTok or Reels

- Make a video that speaks from the heart about how important our mission is to you.
- Kick off a challenge: for everyone of your followers who posts using the hashtag #GivingTuesday, do something silly or give a certain amount of money to a cause

### Instagram Stories

*If possible use “swipe up” and link to our website.*

Share how you're giving and ask your followers to do the same using [these templates](#).

### Twitter

- I'm showing my support for **[your nonprofit handle]** this **[INSERT DATE]** for #GivingTuesday. Let's come together to support our communities around the world.
- I'm proud to stand with people around the world in raising awareness & support for nonprofits and people who are helping communities. Join me giving to **[your nonprofit handle]** for #GivingTuesday
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday:

### Facebook/Instagram

- I'm joining forces with **[your nonprofit handle]**, along with people and organizations in nearly every country for #GivingTuesday—a global day of giving and unity that will take place on **[INSERT DATE]**. **[Share a bit about why our mission matters to you and how you'll be giving]**.