

GIVINGTUESDAY

SAMPLE PRESS RELEASE

December 2, 2025

Add GivingTuesday to your calendar!

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How to use this template:

- Add the details of your campaign in the press release template below.
 It's okay if you don't have all of the details finalized yet.
- 2. Be sure to have someone listed in the contact space who is readily available and responsive.
- 3. Circulate the release to local press contact and include it as a blog on your website. Edit it so that it makes sense for your community.

Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

[INSERT ORGANIZATION NAME] Celebrates GivingTuesday with [INSERT CAMPAIGN DETAILS], Joining Millions Around the World Participating on December 2, 2025

[INSERT LOCATION] [INSERT DATELINE] – This GivingTuesday, [INSERT ORGANIZATION NAME] will inspire generosity by [INSERT TOPLINE DETAILS OF CAMPAIGN].

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and their world. GivingTuesday will kick off giving season this year by inspiring people to give back on <u>December 2, 2025</u>, and throughout the year.

[WHY YOUR ORGANIZATION JOINED GIVINGTUESDAY AND DETAILS OF YOUR INITIATIVE INCLUDING GOALS, PARTNERS AND PAST SUCCESSES, IF APPLICABLE].

[INSERT QUOTE FROM YOUR ORGANIZATION'S SPOKESPERSON ON THE ORGANIZATION'S GIVINGTUESDAY EFFORTS].

GivingTuesday was launched in 2012 as a simple idea: To create a day that encourages people to do good. Over the past thirteen years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

People demonstrate generosity in many ways on GivingTuesday. Whether it's helping a neighbor or stranger, showing up for people we care about, or

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giving to causes that matter to our communities, every act of generosity counts.

"This GivingTuesday represents more than a single day of giving—it's a powerful reminder of our shared ability to create meaningful change together," **said Asha Curran, CEO of GivingTuesday**. "When communities unite with purpose and compassion, they don't just raise funds; they strengthen the bonds that make them resilient and hopeful. Every act of generosity, from big to small, becomes part of a collective force that builds a brighter future for all."

Anyone interested in joining [INSERT YOUR ORGANIZATION NAME]'s GivingTuesday initiative can visit [INSERT YOUR ORGANIZATION'S URL]. For more details about GivingTuesday, visit www.givingtuesday.org.

About [INSERT YOUR ORGANIZATION NAME]

[INSERT YOUR ORGANIZATION BOILERPLATE]

About GivingTuesday

GivingTuesday is a movement that unleashes the power of generosity around the world. It was created in 2012 at New York's 92nd Street Y and incubated in its Belfer Center for Innovation & Social Impact. What started as a simple idea of a day that encourages people to do good has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity year-round. The movement is brought to life through a distributed network of entrepreneurial leaders who lead national movements in more than 110 countries across the globe. An integral part of the global generosity movement is the GivingTuesday organization, which offers support and resources to GivingTuesday leaders and fosters connection and collaboration across the network.

To learn more about GivingTuesday, please visit: www.givingtuesday.org.

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