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GIVINGTUESDAY

# SAMPLE PRESS RELEASE

December 3, 2024

**Add GivingTuesday to your calendar!**

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## How to use this template:

1. Add the details of your campaign **(as much as you know right now and you don't have to have everything set)** in the press release template below.
2. Be sure to have someone in the contact space who is readily available and responsive
3. Circulate to your press outlets and include the release as a blog on your website and promote socially. Edit 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 in the global generosity movement on December 3, 2024**

[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.



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GivingTuesday will kick off the generosity season this year by inspiring people to give back on [December 3, 2024](#), and throughout the year.

[ WHY YOUR ORGANIZATION JOINED GIVINGTUESDAY AND DETAILS OF YOUR INITIATIVE INCLUDING GOALS, PARTNERS AND PAST SUCCESS, 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 twelve 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 out, showing up for an issue or people we care about, or giving to causes we care about, every act of generosity counts.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year," said Asha Curran, GivingTuesday's Chief Executive Officer. "With country and community leaders, millions of organizations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world."

Those who are interested in joining [\[INSERT ORGANIZATION NAME\]](#)'s GivingTuesday initiative can visit [\[INSERT URL\]](#). 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 @GivingTuesday and #GivingTuesday on Twitter.

**About [\[INSERT ORGANIZATION NAME\]](#)**



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[INSERT ORGANIZATION BOILERPLATE]

## About GivingTuesday

[GivingTuesday](#) is a global generosity movement unleashing the power of radical generosity to transform communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eleven years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. 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.

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