



A GLOBAL DAY OF GENEROSITY

GIVINGTUESDAY TOOLKIT FOR GIVING CIRCLES

December 3, 2024

GIVINGTUESDAY
A GLOBAL DAY OF GIVING AND UNITY

[GivingTuesday](#) is a global generosity movement that has grown to inspire hundreds of millions of people to give, collaborate, and celebrate generosity throughout the year.

PHILANTHROPY TOGETHER
BUILDING A THRIVING COLLECTIVE GIVING MOVEMENT

[Philanthropy Together](#) is a global initiative to democratize and diversify philanthropy through the power of collective giving. We help start new giving circles and help existing groups thrive.





GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and the world.

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.

As leaders of the social sector, we're glad you're on board to help encourage generosity and rally your giving circles.

About this toolkit

We're providing this toolkit to giving circles to help you plan your participation in this global day of unity and giving and determine how you wish to communicate to your members and personal networks.

Inside you'll find key messaging, promotional plans, social media ideas and resources to help you decide how to support your community and your grantees.

As a giving circle, how can you get involved?

Build support for your own initiatives and rally your members around critical needs in your community

- [Host a virtual pop-up giving circle meeting for your members](#)
- [Lead a community conversation on issues your members care about](#)
- [Encourage current members to recruit prospective members from their personal networks](#)
- [Spread the word! You and your members can be a megaphone to encourage generosity and acts of kindness](#)



Host a pop-up giving circle meeting for your members

Pop-up giving circles are an interactive group giving experience that is reflective and intentional in just 1-2 hours. By the end of your pop-up, a chosen nonprofit will receive a donation from your group!

You can host a socially-distanced pop-up in-person or virtually on Zoom, Facetime, Google Hangouts or Facebook. This is a great time to connect and make a collective donation, especially for those just starting a giving circle or those who were unable to have a normal grant cycle. Just like traditional giving circles, pop-ups are infinitely customizable to the wants and needs of your group. What all giving circles have in common is this 5-step process:





Sample 60-Minute Agenda

10 minutes	Gather and welcome everyone; introductions if the group is new. Ask everyone to share why they chose to participate
15 minutes	Reflect on Discuss Values (See Toolkit for further information)
10 minutes	Share organizations to consider! (No more than 2 minutes each)
15 minutes	Decide which organization will receive your group's funds
10 minutes	Make final donation in the moment; Have a reflection as a group Share your experience on social media!

Preparing for Your Pop-up Giving Circle

While pop-up giving circles require no pre- or post-work by participants, as the facilitator you'll need to prepare. Review Philanthropy Together's [Pop-Up Giving Circle Toolkit](#) and it will walk you step-by-step through hosting a pop-up giving circle including setting up your pop-up giving circle on Grapevine. You can choose to make a copy of the toolkit, add or delete information, and use it as a presentation slide deck for your virtual meeting!

Sample Invitation

Subject line: Join [giving circle name]'s GivingTuesday Pop-Up

Dear Friends,

As a giving circle, [giving circle name] brings individuals together to connect, discuss issues that matter, and give collectively for greater impact. On Tuesday, December 3, we're joining the global generosity movement and hosting a pop-up giving circle to celebrate GivingTuesday [insert details i.e. virtually at 7 p.m.].

In just 60-minutes, we'll deeply connect to discuss an issue that is very important to our circle — [cause]. We'll give donations together to advance one nonprofit's mission while having lots of fun!



To sign up, [insert details on how to register]. Come prepared to give a personally meaningful gift for the collective donation —together we can do so much!

If there are any nonprofits you'd like to nominate for the group to consider, please let me know. I look forward to seeing you all on December 3!

Sincerely,
[your name]

Sample Social Media Posts

- Join us on #GivingTuesday at [time] for a pop-up giving circle on [cause]. We'll gather, discuss values, and make an impactful gift together! [link to register]
- My #GivingCircle [tag] is hosting a pop-up on #GivingTuesday where we'll go through the process of discussing community issues, deciding on a nonprofit to support, and pooling our dollars to make a donation in just [1 hour]! You can join us and get a first-hand look on what it's like to be a giving circle member. Join us: [link to register]
- We hosted a pop-up giving circle this #GivingTuesday to support [cause]. In just 1 hour, we discussed values and made an impactful gift to [tag nonprofit] together! You can be part of this incredible group and join [giving circle name]! Send me a message for more details on how you can get involved.



Lead a community conversation on issues your members care about

#WeavingCommunity is a campaign of connection and caring. Conversation is critical to relationships and an important way we connect, care, and create. It can be a beautiful act of generosity to lend your time, ears, and heart to another person. Whether you gather outside six feet apart, use a Zoom call, Facetime, Facebook, Nextdoor or your telephone, find time to build authentic relationships with honest conversation about what you're experiencing now, what you're doing for yourself and others, and the world you want to emerge from this moment.

Add your conversation to the #WeavingCommunity [map](#) to inspire others.

Guidelines for a #WeavingCommunity Conversation

These six guidelines, accepted by all, will create a rich space of generosity and connection.

- We will be present and not multitask
- We will avoid assumptions about others and listen first to understand them
- We will give time and encourage all voices, no matter how quiet or different
- We will trust each other to speak honestly
- We will respect each other's fears and vulnerabilities
- We will be patient with those unfamiliar with technology

Prompts for a #WeavingCommunity Conversation

- How have the crises of these past few years impacted the way you give?
- How can we be intentional about supporting communities of color?
- What issue(s) are past grantee(s) tackling? How has it been impacted this year?
- Who's most directly impacted during the pandemic?
- Who do I want to have been after the crisis?
- What do I want the world to be like after the crisis?
- What values do we share in common?
- What can we, as a group, do uniquely now to get there?
- What fires you up every time you read about it? How will you show up for that cause as we head into the new year?



Sample 90-Minute Agenda

10 minutes	Gather and welcome everyone; introductions if the group is new.
	Icebreakers
5 minutes	Ask everyone to share why they chose to participate
5 minutes	Share the six guidelines and topics you'll be discussing; Review any other ground rules
60 minutes	Discussion
10 minutes	Have a reflection as a group

Sample Invitation

Subject line: Let's talk this GivingTuesday

Dear Friends,

I hope you are well! This Giving Tuesday, [giving circle name] is hosting a #WeavingCommunity Conversation to build connection and caring in our community. Our hope is to create a safe space for our members to come together during these uncertain times to find commonalities, break down barriers, and form relationships.

As many of you know, GivingTuesday is a global movement to transform communities. By gathering and talking through issues that affect each of us, we can better understand our role in making our community a better place.

[insert details on the conversation. Where will it be held? What time? How can people register? Is there a registration deadline?]

Please feel free to invite friends and family to join in on the discussion. There is no cost to attend. I hope you'll join me.

If you have any topics you'd like to nominate for discussion, please let me know.

Sincerely,
[your name]



Sample Social Media Posts

- Join our virtual #WeavingCommunity conversation this #GivingTuesday! We'll connect with our #GivingCircle members and neighbors to come together on how to back your community. All are welcome!
- Have you signed up for our GivingTuesday #WeavingCommunity conversation? Join [giving circle name] on December 3 to build connection and caring in our community. [registration link/details]
- This GivingTuesday, we're creating a safe space for our #GivingCircle members to come together to find commonalities, break down barriers and form relationships. Sign up today for our #WeavingCommunity conversation on December 3 at [time].



Encourage current members to recruit prospective members from their personal networks

GivingTuesday is a great opportunity to gain new members. Giving circles are people-powered philanthropy so ask your people to connect you with new people!

Sample Email to Giving Circle Members

Subject line: Spread the word on [giving circle name] this #GivingTuesday

Dear Friends,

GivingTuesday is right around the corner on December 3, 2024 and it's a great time for us to find new members!

[include highlights from your giving circle i.e. current number of members, dollars raised, etc.]

With all the great work we're doing, let's expand our impact even further with more members.

Below is an email and some sample social media posts for you to copy and paste and share with your networks. Feel free to connect anyone who is interested in joining our circle with [me or membership contact]. If you have any other membership recruitment ideas, please do reach out.

Sincerely,
[your name]

Subject line: Join me in creating some social good for [community]?

Dear [first name of your friend],



Today is GivingTuesday and I'm all in on this global generosity movement! As you may know, I am a proud member of [giving circle name] and we support [cause]. Throughout the year, we meet to discuss community issues, pool our dollars and collectively decide where to donate the funds. Each time we make a decision, I feel excited to know that my gift is multiplied thanks to my giving circle friends. Together, [giving circle name] is making a difference and impacting our community in such a unique way.

In order to grow and increase the power of our circle, we need you. Join me! Take some time to learn more about giving circles by visiting whatisagivingcircle.com.

You can also learn more about [giving circle name] by taking a look at [include links to your giving circle website or social media pages].

To become a member, [include next steps for becoming a member]

I am happy to talk through more specifics with you about my giving circle. We'd be honored if you join us!

*Sincerely,
[your name]*

Sample Social Media Posts

- Join my giving circle [tag] this #GivingTuesday and let's make a lasting impact in our community together! DM me to connect.
- Together, we can turn small donations into large impact. Join my giving circle [tag] and support [cause]! DM me for details. #GivingTuesday
- Celebrate #GivingTuesday with me by joining my giving circle [tag]! We support [cause]. Send me a message for more info.



Spread the word! You and your members can be a megaphone to democratize philanthropy

As a collective field, giving circles are diversifying and democratizing philanthropy. Just as we maximize our impact by pooling our dollars, we can grow the movement by amplifying each other's voices.

If [membership recruitment](#) isn't a need at this time, you can always encourage your members to spread the word on giving circles. Philanthropy Together has developed a great resource — [WhatIsAGivingCircle.com](#) — to invite everyday givers to learn about and join this growing movement.

Sample Email to Giving Circle Members

Subject line: Spread the word on [cause/nonprofit] this #GivingTuesday

Dear Friends,

Can you believe it? There are [just a few] days to go until GivingTuesday on December 3, 2024!

I am incredibly proud of the work our circle has done to [insert work you've accomplished together]. I love giving circles because there is no easier or more fun way to give back and have a big impact in the community.

Join me this GivingTuesday in spreading the word of this unique giving model. Some of our friends, family, neighbors, and co-workers may not know about how impactful the work of giving circles are. Tell them!

Let's let everyone know how awesome giving circles are. Below is an email and some sample social media posts for you to copy and paste and share with your networks. Feel free to connect anyone who is interested in joining our circle with [me or membership contact].

Sincerely,
[your name]



Subject line: What do you know about giving circles?

Dear [first name of your friend],

Happy GivingTuesday! I hope your day is off to a great start. As you may know, I am a proud member of [giving circle name] and we support [cause]. Throughout the year, we meet to discuss community issues, pool our dollars and collectively decide where to donate the funds. We're making a difference and impacting our community in such a unique way.

In honor of GivingTuesday, I'd like to invite you to learn more about giving circles by visiting whatisagivingcircle.com. Here you'll also see some of the great work circles are doing across the country.

If after taking a look you're interested in joining, let me know and I'd be happy to get you connected!

*Sincerely,
[your name]*

Sample Social Media Posts

- On #GivingTuesday, we're encouraging everyday givers across our community, to get involved and join a giving circle! Learn about this unique giving model by visiting whatisagivingcircle.com.
- I'm showing my support for [cause/nonprofit] along with my #givingcircle this Dec 3 for #GivingTuesday. Let's come together to support our communities around the world.
- I'm proud to stand up for my community with my community and my #givingcircle. Join me in giving back this #GivingTuesday and let's raise awareness and support for the causes that uplift our neighbors.
- Join me and my #givingcircle [tag] in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday.
- [giving circle name] is proud to show our support for [cause/nonprofit] this December 3 for #GivingTuesday. Together we can support our communities around the world. #GivingCircles
- In times like these, we're so divided, we need to focus on common values – giving back to our communities is something we all can agree on. Giving circles are a unique way to get involved with your community. Learn more: whatisagivingcircle.com #GivingTuesday



Connect with Philanthropy Together

Have questions about GivingTuesday or want to tell us about what you're planning? We are happy to support you in getting ready for the big day!

Contact Philanthropy Together: hello@philanthropytogether.org

Join [the Global Collective Giving Movement LinkedIn Group](#)

Make sure you're subscribed to [Philanthropy Together](#)'s newsletter lists so you get the latest information on upcoming events, webinars, and opportunities.

Connect with Philanthropy Together on social media

Philanthropy Together

