



THE GLOBAL DAY OF GENEROSITY

SOCIAL MEDIA TOOLKIT FOR NONPROFITS

GivingTuesday: December 1, 2020



Key Messages

How to talk about GivingTuesday 2020

- GivingTuesday is a global day of generosity that will take place on December 1, 2020.
- 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.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past 8 years, this idea has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- GivingTuesday is an opportunity for people around the world to stand together in unity—to use their individual power of generosity to remain connected and heal.
- People can show their generosity in a variety of ways during GivingTuesday—whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, everyone has something to give and every act of generosity counts.
- At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on.
- GivingTuesday emphasizes opportunities to give back to communities and causes in safe ways that allow for social connection and kindness even while practicing physical distancing.
- We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others.



Get Your Social Channels Ready

What You Should Be Doing Right Now

- **Brand your accounts with GivingTuesday graphics** and be an ambassador for the movement. Download Facebook cover images and more at [GivingTuesday.org](https://givingtuesday.org) (Canva templates coming soon).
- **Announce that you're participating** in GivingTuesday and build anticipation with a countdown to December 1!
- **Use the hashtag #GivingTuesday** – the buzz amplifies your reach by expanding your normal audience + encouraging new supporters to get involved with your nonprofit! (Please use “camel caps” in your hashtag for accessibility!)
- **Post more often, not less!** our community WANTS to hear from you! Go back and look at your top-performing content to draw inspiration. Post content that shows your work in action, how your community is affected by COVID-19, and share stories that give people hope or make people laugh.
- **Grow Your Following.** Comment on dozens of relevant posts on Instagram, post tons of content, partner with other organizations and co-host a Twitter chat, start a ‘tag’ three friends chain.
- **Launch a group.** Now's a great time to launch a virtual group to build your community - people are craving a sense of togetherness. Consider a WhatsApp group for your top donors, a Facebook group for your p2p fundraiser, or an Instagram close friends list for influencers to repost your content to their own feeds.
- **Offer a slice of hope in a sea of bad news.** Folks are craving good news right now. Educate people about your cause area + what your organization is doing to make our world a better place. Be honest about the situation your organization is in and what your needs are. Share positive news stories, both from your orbit and elsewhere. Ask your followers to share what's inspiring them too.

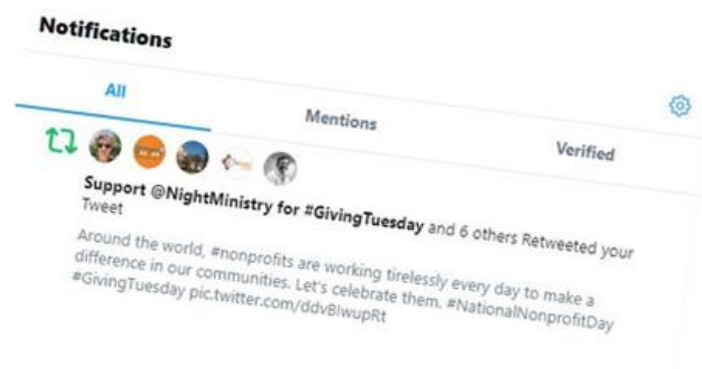


- **Start planning for how you'll show up virtually on Dec 1.** Produce a few Facebook or Instagram livestreams throughout GivingTuesday and show off your mission! Check out our [Virtual Rally Toolkit](#) for tech tips and ideas.
- **Don't hesitate to experiment.** Try something that's out of your comfort zone. Start experimenting with SMS, [Community](#), Facebook Messenger, TikTok.

Social Media Activation Ideas for GT

Rally Your Supporters Online

- Go classic: encourage your supporters to share their “unselfie!” No printer? No problem. Use our digital unselfie sticker on Instagram! (Just search “Unselfie”)
- Encourage your supporters to run a p2p fundraiser on behalf of your organization.
- Encourage your supporters to change their Twitter display name for the day to show that they're supporting your organization for GivingTuesday (see example at right). **Note: Do NOT change your organization's display name - your supporters won't recognize your account.**
- Organize a Twitter chat about your mission or Ask Me Anything with your team members.
- Don't forget about the new Instagram donate stickers! ([Here's how to get your nonprofit set up.](#))
- Ask your best supporters to run fundraisers for your cause - use Facebook or whatever p2p tool you like to use.





- Ask your social media followers to share stories of why they support your organization. Retweet their replies!
- Organize a challenge (on TikTok or Instagram Reels)! Encourage your partners and friends to spread generosity on social media by getting creative.
- Encourage your supporters to share what they've been doing to spread generosity in their local communities. Whether or not that has to do with your cause. Let's overwhelm the world with GOOD.
- Get a vendor or small business to sponsor a social media [contest](#) to benefit your organization.

Sample Social Messages

Remember to always link directly to your own organization's website, not to GivingTuesday.org

- Mark your calendar! Dec 1 is #GivingTuesday. How will you give?
- Save the Date: #GivingTuesday is December 1! We're proud to be a part of this global celebration of giving.
- Giving back isn't canceled. Ahead of #GivingTuesday (Dec 1), we're sharing ways you can express generosity right from your own home. (Insert ideas for how folks can get involved in your mission or help move the needle on your cause, right from their own home)
- In this time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. Join us on #GivingTuesday and let's rally to [insert mission + URL]
- #GivingTuesday is an opportunity for people around the world to stand together in unity—let's rally to [insert cause].



- GivingTuesday's messages of hope, connection, and community have never been more needed. Let's create a 🌍 of good on December 1! Share how you're giving and let's inspire the 🌍.
- Together we heal. We're rallying our community for #GivingTuesday. Join us to give back: [URL]
- Together we stand. We're united with our global community for #GivingTuesday. Join the [ORG] community on Dec 1 and let's show our strength: [URL]
- Together we give. Learn how your generosity makes a difference on #GivingTuesday: [URL]
- Throughout today we're sharing how [@orghandle] is working with our community to [your work] and ways that you can join the movement.. LINK #GivingTuesday
- Everyone can have an impact on #GivingTuesday! Join ORG on December 1 by pledging your time, skills, voice, dollars to support [mission]. Learn more at LINK
- Giving is not just about making a donation. It is about making a difference. Throughout #GivingTuesday today, we're sharing the many different ways you can support [ORG] as we [mission].

Canva Graphics

[Use our Canva templates](#), brand them with your colors and images, and make them your own! Use these graphics in your own social channels (tag #GivingTuesday so we can see your creativity). Share these graphics in your social toolkit or [influencer toolkit](#) so your supporters can amplify your mission too!



Together we give.



December 1, 2020

5 WAYS TO GIVE ON GIVING TUESDAY



- 1 GIVE YOUR VOICE**
Sign a petition, speak up for a cause or issue.
- 2 GIVE YOUR TIME OR TALENT**
Volunteer or donate your skills to help a nonprofit thrive.
- 3 GIVE MONEY**
Donate to a nonprofit or run a fundraiser for a cause that matters to you.
- 4 GIVE GOODS**
Organize a supply drive or donate clothes or you don't need anymore.
- 5 INSPIRE OTHERS**
When we share our generosity, we inspire others. Share how you took action on social with #GivingTuesday.

December 1, 2020

