



A GLOBAL DAY OF GENEROSITY

# GIVINGTUESDAY TOOLKIT FOR GIVERS

December 1, 2020

There are so many ways you can help spread kindness on December 1 for GivingTuesday. Visit [GivingTuesday.org/Ideas](https://givingtuesday.org/ideas) and use the tools below for ideas on how to get involved and make a difference.



## How to Participate

GivingTuesday is about giving of all types – some may choose to give a financial contribution to their favorite cause or a fundraising drive, others will opt to reach out to neighbors, start an advocacy campaign, donate goods or extra supplies, or just share gratitude. If you can show generosity and share kindness, you have something to give! You can join in this global movement for unity and giving back in a variety of ways:

- Discover a local fundraiser, community drive or coordinated event to join others in your area or with your same interests in giving back -- they need your help.
- Give to your favorite cause
- Share kindness with your neighbors—check on those who are alone and may need help with errands or just a friendly voice to talk to.
- Show gratitude to healthcare workers, service providers, and other essential workers who are making sure we still have the services we rely on, even at risk to their own health.
- Post a poster or sign of support for your community workers, neighbors and passers by to cheer them up and on.
- Volunteer virtually! Our friends at Points of Light have some [ideas and resources](#).
- Share a quick tutorial that offers up a skill or lesson to help others discover something new or helps students add to their at-home learning.
- Encourage others to share kindness and be generous during this time.
- Match others' gifts to your favorite nonprofit and make an even greater impact! (Example at right)



**brittany packnett cunningham does not do remixes.** ✓  
@MsPackyetti

Time for another [#GivingSpree!!](#)

Today we can MATCH up to \$3500 (!! ) in donations to your local:

- food banks
- homeless shelters
- domestic violence networks

Let's make sure our neighbors have what they need in this crisis!

Reply with your donation receipt & a link!

## Social Media Ideas



## Simple Ways to Spread the Love

- Post an [#Unselfie](#)—a post on social media that shares a message about why you give back.  
([Download the template here](#))
- Create your own P2P Fundraiser for a nonprofit
- Change your Twitter display name to show your support for a nonprofit
- Add Facebook frame to your profile to show that you're giving back for GivingTuesday
- Add an Instagram donate sticker to your story
- Share what cause matters to you or a story about how someone has inspired you to help
- Use our “Together we...” theme to share ideas how together we can help
- Add a favorite nonprofit's link to your work or personal email signature.



## Follow or tag us with your ideas:

Help us connect with others by using social media to spread the word!

- Talk about giving and generosity using the hashtag GivingTuesday
- Share our Facebook posts — [facebook.com/GivingTuesday](https://facebook.com/GivingTuesday)
- Follow us on Twitter @GivingTuesday and use the GivingTuesday hashtag
- Find us on TikTok— [givingtuesday](https://givingtuesday)
- Post your photos, videos and #UNselfies on Instagram: @GivingTuesday  
([Download the template here](#))
- Share our social media channels in your organizational and personal social network

## Sample Messages



## Twitter

- I'm showing my support for [cause/nonprofit] this Dec 1st 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 back this #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

- This Dec 1, I'm joining forces with people and organizations around the world for #GivingTuesday. Let's create a wave of generosity by sharing how you will support nonprofits, individuals, and organizations this December.
- 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!
- I'm joining forces with people and organizations in nearly every country for #GivingTuesday—a global day of giving and unity that will take place on Dec 1, 2020. Follow @givingtuesday for ideas and ways you can help.

## LinkedIn

- I'm joining forces with people and organizations in nearly every country for #GivingTuesday—a global day of giving and unity that will take place on Dec 1, 2020. There are so many ways you can help others, but visit [GivingTuesday.org](https://givingtuesday.org) for ideas



# Canva Graphics

[Use our Canva templates](#) and share where you're giving on GivingTuesday!  
Customize and tag with your favorite nonprofit

