

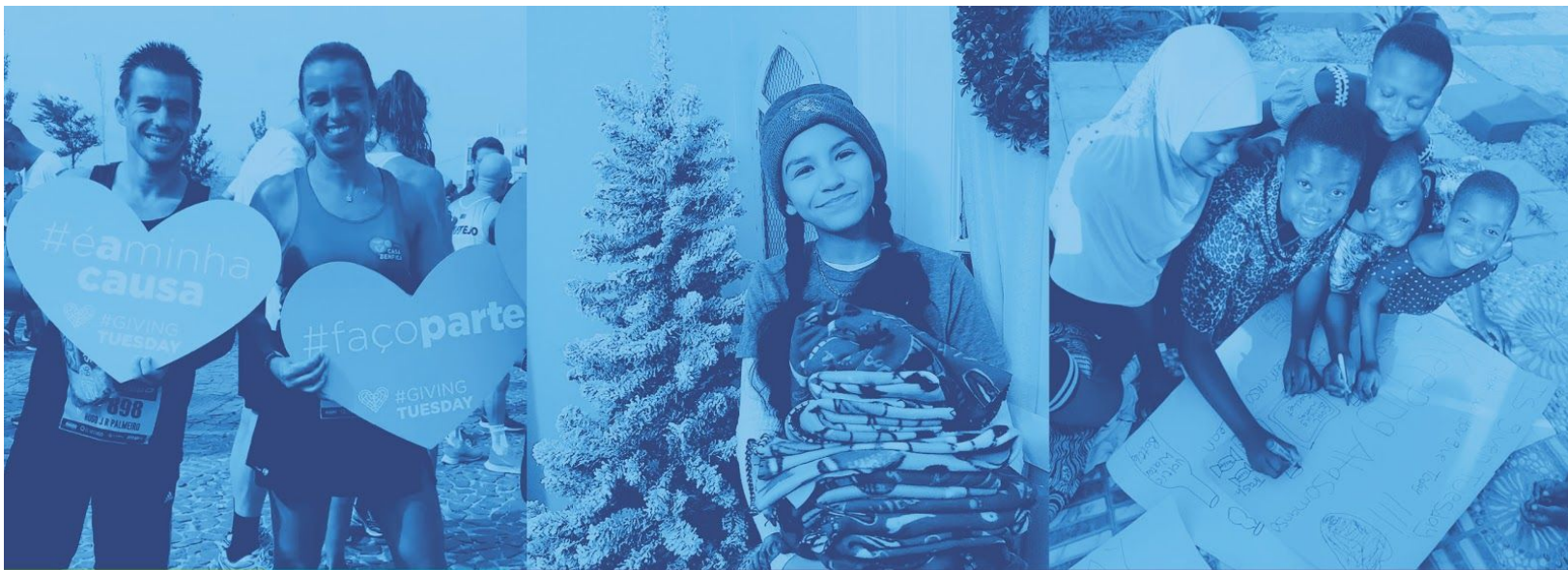


#GivingTuesdayNow

ACTIVATION TOOLKIT FOR PARTNERS

MAY 5, 2020

@givingtuesday



On May 5, 2020 we come together as a global community...

To give. To help. To thank. To heal.

#GivingTuesdayNow is a global day of generosity and unity, a day to come together and give back in response to the unprecedented need caused by COVID-19, no matter who or where we are.

We're bringing together our global network of leaders, partners, communities and generous individuals to tap into the power of human connection and grassroots generosity. Whether you give your voice, goods, your time, or your money, let's come together on behalf of our communities and help people in need.

From global brands to small businesses, from international nonprofits to neighborhood networks, people are coming together in a variety of ways to show unity on May 5th in celebration of #GivingTuesdayNow.

We're glad you're on board to help encourage generosity and show your leadership during these critical times.

About this Toolkit

We're providing this toolkit to our network of partners to help you--especially your internal communications and marketing teams--plan for your participation in this global day of unity and giving and determine how you wish to communicate to your stakeholders, customers, supporters and others.

Inside you'll find key messaging, our promotional plans, social media ideas and resources to help you create your own campaign and materials. For materials that you can share with individuals or nonprofit organizations, [visit our public assets folder](#).

Key Messages

Why #GivingTuesdayNow?

Created in 2012 as a day to do good, GivingTuesday has grown into a year-round global generosity movement with leaders who have launched more than 200 community campaigns across the U.S. and national movements in more than 60 countries. At the grassroots level, people and organizations participate in GivingTuesday in every country in the world.

On the last GivingTuesday, December 3, 2019, the global giving day generated \$2 billion in giving, just in the United States, and inspired millions of people worldwide to volunteer, perform countless acts of kindness, and donate their voices, time, money, and goods.

#GivingTuesdayNow, planned for May 5, 2020 is being deployed in response to needs expressed by communities and leaders around the world.

How to Talk about #GivingTuesdayNow

- #GivingTuesdayNow is a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.
- #GivingTuesdayNow is designed to drive an influx of grassroots generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world. It's a day when we can all come together and give back in all ways, no matter who or where we are.
- #GivingTuesdayNow 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 #GivingTuesdayNow: whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, 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.

<http://now.givingtuesday.org> | #GivingTuesdayNow

- Generosity can help alleviate the isolation and loneliness that many of us feel during this time. Our ability to give help and hope gives us agency, dispelling feelings of powerlessness.
- Even as we practice physical distancing, we can remain connected through kindness and generosity even without physical proximity. There is no reason that our physical separation means we can't provide the financial, emotional and social supports that nurture our families and communities.
- Even in times of economic crisis, we each have a deep reserve of generosity, which we can deploy in myriad ways to make a difference--your time, your kindness, your skills, your voice are all things you can give in addition to charitable donations.

More resources to help you talk about your participation as a partner

- **Press Release:** [GivingTuesday Announces Day of Global Action for Giving and Unity in Response to COVID-19](#)
- **Frequently Asked Questions**
- **Article from Asha Curran, CEO of GivingTuesday:** [Embrace Social Distance but Fight Social Division](#)
- **Article from Jamie McDonald, Chief Strategy Officer of Giving Tuesday:** [Generosity: The Key to Avoiding a Social Recession](#)

#GivingTuesdayNow Promotion Plan

Ongoing work to reach...

Individual Givers: [Daily Generosity alerts](#), social outreach, earned media placements, paid placements

GT Network: Daily email and chat reminders to our Community and Global Leaders; weekly calls and trainings

Nonprofits: Daily outreach on social, earned media, partner distribution, paid placements; frequent email alerts and reminders, weekly training opportunities and resource distribution

Media: Ongoing media outreach, pitching, interviews and engaging PR networks; work with our media partners to develop programming and promotion; influencer outreach

Partners: One-on-one calls, activity updates, campaign material distribution

Week of March 23: Planning, partner outreach, messaging & asset development

Week of March 30: Launch -- [press release](#), network announcement, press outreach & network training

Week of April 6: Promotion and media outreach, daily nonprofit outreach and training, toolkits online; [wave 1 promotional assets available](#)

Week of April 13: Continued promotion and media outreach, nonprofit outreach and training; focus on awareness, engagement and collaboration

Week of April 20: Continued promotion and media outreach, nonprofit outreach and training; Starling Fund recipient announcement and campaign highlights; focus on preparation, final steps, and wave 2 assets available

Week of April 27: Continued promotion and media outreach, nonprofit outreach and training; focus on activating networks, highlighting campaign plans and partner activations

Final days before May 5, 2020: campaign highlights, influencer + updated announcements; pre-coverage and activating networks

Day of May 5, 2020-- #GivingTuesdayNow: day-of highlights with network leaders, community campaigns, partners; virtual #GivingTuesdayNow Command Center updates; day-of coverage and live updates with media partners; #GivingTuesdayNow livestream events (to be announced).

Post #GivingTuesdayNow: recap highlights from the day, creative campaigns and impact, as well as a report on our data and analysis from the full range of giving from the day along with insights on what that activity indicates for individual giving and community resiliency in times of crisis.

How to Participate as a Partner

Remember: #GivingTuesdayNow 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, share gratitude to frontline workers and those keeping us safe. People can join in this global movement for unity and giving back in a variety of ways, and you can decide what types of offers or activations make sense for your business, community and goals during this time.

- Create a fundraiser or match for a cause that you're affiliated with.
- Amplify work in your community or aligned issue area.
- Donate funds, time, media outreach, services or goods to ongoing relief efforts or a specific issue or organization.
- Create an employee engagement activity that can be implemented remotely to help your staff stay connected while giving back.
- Share good news stories. Both from your organization and other stories that inspire you. Check out GivingTuesday's social channels for examples. Showcase all the good happening in your community.
- Thank your audience and customers - host a virtual thank a thon or add to a virtual gratitude wall.
- 24 hours of gratitude - post once an hour about things your organization is grateful for
- Amplify others - fundraise for another organization, create a Facebook album to share your partners' work.
- Go live - share how your organization has been responding to COVID-19 and how it's impacted your work.
- Ask your audiences to get involved in a partner organization virtually.
- Encourage others to share kindness and be generous during this time.

📧 **Get more ideas by [signing up for our Daily Generosity alerts via text or email.](#)**

Suggested calls to action for your audiences:

- Save the date -- add #GivingTuesdayNow to your calendar and join us to create a wave of generosity around the world
- Get ready -- download tools and training and decide how you'll get involved
- Zero in on your generosity activation -- what idea will you deploy? How will you rally others?
- Learn how we're partnering to boost generosity and give back to important causes
- Join us to give back and show that we're in this together
- Share how you're giving back by posting to social media, talking to local media, your networks and add your pin to the [#GivingTuesdayNow generosity map](#)
- Take action to give back and connect with your community, even while physical distancing

Social Media Ideas for Partners

Update your profiles and use hashtags across all social platforms

- Brand your personal and organization's social media accounts with GivingTuesday graphics and be an ambassador for the movement. [Download Facebook cover images and more in the Social Share Toolkit.](#)
- Announce that you're participating in #GivingTuesdayNow and build anticipation with a countdown to May 5!
- Use the hashtag #GivingTuesdayNow – the buzz amplifies your reach by expanding your normal audience + encouraging others to get involved with your organization!

Follow or tag us with your ideas:

Help inspire others by using social media to spread the word!

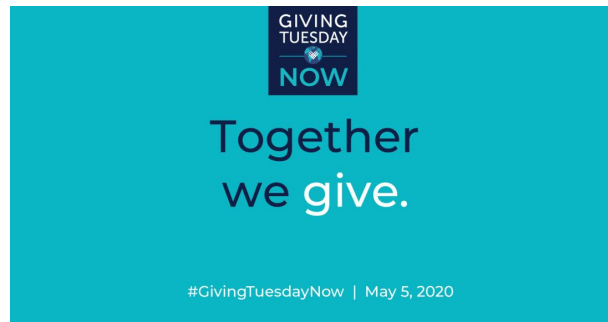
- Talk about your activation, and why giving and generosity is important to you using the hashtag #GivingTuesdayNow
- Share our Facebook posts and add information about your own activation — facebook.com/GivingTuesday
- Follow us on Twitter @GivingTuesday and use the #GivingTuesdayNow hashtag when posting about the day or your specific involvement
- Find us on TikTok— givingtuesday
- Post your photos, videos and stories leading up to the day as well as updates on May 5th on Instagram: [@GivingTuesday](https://GivingTuesday)
- Snapchat — add/GivingTuesday

Sample Messages for Partners

- We're proud partners of #GivingTuesdayNow. Join us on May 5 in this global day of giving and unity. [Share your plans]
- Giving back isn't cancelled. On #GivingTuesdayNow, 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)
- A truly global threat like COVID-19 affects every person on the planet, and it's an opportunity to come together as a global community.
- Together we heal. We're rallying our community for #GivingTuesdayNow -- Join Us to give back: [URL]
- Together we stand. We're united with our global community for #GivingTuesdayNow. Let's give back and show our strength: [URL]
- Together we give. Learn how your generosity makes a difference on #GivingTuesdayNow [URL]
- #GivingTuesdayNow is an opportunity for people around the world to stand together in unity—let's rally to (insert cause).
- While we can no longer convene in person, (org name) will continue to support our community...
- [ORG] is proud to show our support for [cause/nonprofit] this May 5th for #GivingTuesdayNow. Together we can heal the world.
- We're proud to stand with people around the world in raising awareness & support for nonprofits and people who are helping communities during this pandemic. Join us in giving back this #GivingTuesdayNow: now.givingtuesday.org.
- We're social distancing for social good this #GivingTuesdayNow. Join [ORG] and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good: now.givingtuesday.org / or your landing page.

<http://now.givingtuesday.org> | #GivingTuesdayNow

More Resources to Use and Share



[Download the full asset kit with more messaging, ideas, social media graphics and logos](#) you can use, adapt and share to spread the word about #GivingTuesdayNow, how your audience can get involved and what you're planning for the day.

Want materials you can share with your audience for #GivingTuesdayNow? These toolkits to provide key messages, social posts and generosity ideas that make participation easy:

- [#GivingTuesdayNow toolkit for individuals](#)
- [#GivingTuesdayNow Toolkit for Nonprofits and Community Organizations](#)

