Mayoral Proclamation Toolkit
#GIVINGTUESDAY

MAYORAL PROCLAMATION TOOLKIT

HOW TO REQUEST A MAYORAL OR GUBERNATORIAL PROCLAMATION FOR GIVINGTUESDAY

This toolkit provides you with all the resources you may need to have your Mayor, Governor, or other elected official, to proclaim December 3, 2019, as GivingTuesday, a “Day of Giving,” in your city.

WHAT IS A MAYORAL PROCLAMATION?
Proclamations are typically issued by a mayor (or governor, or other elected official) to recognize the importance of a community event, significant achievements by community members, or to signal a city’s role in significant national events.

Proclamations may be read at a City Council meeting, or at a community event being recognized, depending entirely on the schedule of the Mayor. Proclamations are often posted on the city’s website. Original signed proclamations will be provided to the requesting party (sometimes they must be received in person at city offices).

WHY REQUEST A MAYORAL PROCLAMATION IN YOUR CITY?
- Opportunity to meet/greet/photo with your Mayor and/or other city representation
- Become a GivingTuesday Ambassador for your city and help establish GivingTuesday as a national day of giving
- Help your city celebrate philanthropy, volunteerism and community service
- Get your city government more involved in local causes

WHAT GIVINGTUESDAY CAN OFFER YOUR CITY:
- The chance for citizens to give back to their community and local causes
- Build and strengthen partnerships across sectors
- Tell your city’s giving stories to new audiences and bring attention to philanthropic commitments during the holiday season

IN THIS TOOLKIT, YOU WILL FIND:
- Steps to request a Mayoral Proclamation
- Sample outreach email
- Template Mayoral Proclamation for GivingTuesday
- Other ways elected officials can participate
- Sample Press Release
1. **Visit your local government’s website.**
   Some city and state websites will have a section on “How to request a Mayoral Proclamation.” Some will even have an online mayoral proclamation request section on their website. If they do not have an online request section, send an email request to your mayor. Most mayors will have their contact information, including their email address, on the City’s official webpage. **You can use the sample outreach email in this toolkit.**

2. **Plan ahead**
   Proclamations requested at least two months in advance have the best chance of being completed and provided to the requestor by a specific date. Make sure to reach out well in advance of GivingTuesday.

3. **Provide a draft**
   If the response is positive from your Mayor’s office, they may request you to send a draft of a sample proclamation. **We’ve included a sample draft proclamation in this packet for you to edit and send.**

4. **Celebrate your city**
   Your local government office may invite you to attend a meeting to accept the proclamation on behalf of GivingTuesday. This is a great press opportunity and way to bring your community together to celebrate generosity. Plan a community event and invite other GivingTuesday partners and local members of the press to take part as well. You can also use this as a moment to announce and kick off your campaign.

5. **Share your proclamation**
   Share your press release, photos, videos and other moments from receiving your proclamation with the global GivingTuesday community by posting on social media using the hashtag GivingTuesday. **The GivingTuesday team can also promote your civic leadership on our social media if you email us your photos, announcements and copy of your proclamation at info@givingtuesday.org.**
SAMPLE OUTREACH EMAIL

The following email offers language you can use as part of your outreach to your Mayor and local officials for GivingTuesday. Feel free to copy, paste or adjust as you see fit for your organization as you communicate about your involvement with GivingTuesday.

Subject: GIVINGTUESDAY: THE GLOBAL GIVING MOVEMENT COMES TO [INSERT NAME OF CITY/STATE]

Dear [INSERT NAME],

This year, on Tuesday, December 3, 2019, we are celebrating GivingTuesday, a day dedicated to giving – when nonprofits, families, businesses, community centers, students, retailers and more will all come together celebrate giving. In just seven years, GivingTuesday has radically changed how we think about generosity and showed just how much power communities everywhere have to create change.

Over the years, local mayors around the country have supported the movement in their area. Mayors from Chicago, Philadelphia, Los Angeles, New York and many other smaller cities and towns have formally endorsed GivingTuesday. The White House has also publicly supported GivingTuesday, along with international leaders at every level of government.

In 2018, millions of people in almost every country came together to give back and support the causes they believe in. Over $400 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

As a GivingTuesday partner from the City of [INSERT CITY/STATE NAME], we would like to respectfully request that the City of [INSERT CITY/STATE NAME] officially proclaim December 3, 2019 as GivingTuesday. The City of [INSERT CITY/STATE NAME] can really help to make GivingTuesday something that will change the way we think about giving and community service for generations to come.

The campaign provides a framework and ideas for people to choose their own best way to contribute to their communities and will provide the citizens of [INSERT CITY/STATE NAME] with an opportunity to share their giving story.

For additional information, please visit the website at www.givingtuesday.org.

It would truly be an honor to have the City of [INSERT CITY/STATE NAME] formally proclaim GivingTuesday as a day of giving. Thank you for considering our request.

[NAME]
[ORGANIZATION NAME]
SAMPLE PROCLAMATION

WHEREAS, GivingTuesday was established as a national day of giving on the Tuesday following Thanksgiving; and

WHEREAS, GivingTuesday is a celebration of philanthropy and volunteerism where people give whatever they are able to give; and

WHEREAS, GivingTuesday is a day where citizens work together to share commitments, rally for favorite causes, build a stronger community, and think about other people; and

WHEREAS, it is fitting and proper on GivingTuesday and on every day to recognize the tremendous impact of philanthropy, volunteerism, and community service in the City of [INSERT CITY/STATE NAME]; and

WHEREAS, GivingTuesday is an opportunity to encourage citizens to serve others throughout this holiday season and during other times of the year.

NOW, THEREFORE, I, [MAYOR OR OFFICIAL’S NAME], Mayor of the City of [INSERT CITY/STATE NAME], do hereby proclaim December 3, 2019 as GivingTuesday

in the City of [INSERT CITY/STATE NAME], and encourage all citizens to join together to give back to the community in any way that is personally meaningful.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of [INSERT CITY/STATE NAME], to be affixed this 3rd day of December 2019.

______________________________________

[NAME]
MAYOR
SAMPLE PRESS RELEASE

Contact:
[CONTACT NAME]  
[CONTACT ORGANIZATION]  
[PHONE]  
[EMAIL]

[INSERT CITY/STATE NAME] Proclaims December 3, 2019 GivingTuesday

[INSERT LOCATION] [INSERT DATELINE] – [INSERT CITY/STATE NAME] has proclaimed December 3, 2019 GivingTuesday - [INSERT CITY/STATE NAME] Day of Giving. GivingTuesday is a global day of giving that harnesses the collective power of a unique blend of partners—charities, families, businesses, and individuals—to encourage philanthropy and to celebrate generosity worldwide. In just seven years, GivingTuesday has radically changed how we think about generosity and showed just how much power communities everywhere have to create change.

Millions of people around the world have participated in the movement.

[INSERT QUOTE FROM CITY SPOKESPERSON]

[INSERT WHY YOUR ORGANIZATION JOINED GivingTuesday AND DETAILS OF GivingTuesday INITIATIVE]

[INSERT QUOTE FROM YOUR ORGANIZATION’S SPOKESPERSON]

Founded in 2012, GivingTuesday has inspired millions of people to give back and support the causes they believe in. Over $400 million was raised online in 2018 to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

“It’s been a privilege to work with remarkable leaders all over the country and around the world building a movement around GivingTuesday,” said Asha Curran, GivingTuesday’s CEO and co-founder. “This initiative has truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.”

Those who are interested in joining [INSERT ORGANIZATION NAME]’s GivingTuesday initiative can visit [INSERT SPECIFIC GivingTuesday LANDING PAGE ADDRESS IF AVAILABLE]. For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page (https://www.facebook.com/GivingTuesday) or follow @GivingTuesday and the GivingTuesday hashtag on social media.

About [INSERT ORGANIZATION NAME]
[INSERT ORGANIZATION BOILER PLATE]
About GivingTuesday

GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, GivingTuesday falls on December 3. GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

To learn more about GivingTuesday participants and activities or to join the celebration of giving, please visit:
Website: www.givingtuesday.org
Facebook: www.facebook.com/GivingTuesday
Twitter: twitter.com/GivingTuesday
OTHER WAYS ELECTED OFFICIALS CAN PARTICIPATE

- Invite them to share an #unselfie and show how and why they give back to your community.
- Ask them to share a video on their social media channels.
- If you’re hosting an in-person event, or even if you’re not, invite elected officials to visit your organization on GivingTuesday to learn more about your work.
- One small town mayor hosts a music festival every year, with the proceeds benefitting several local organizations.
- One governor issued a challenge to their state’s residents to collect socks for a local homeless organization.
- Is there a challenge that your elected official can issue to your community? Or to a neighboring community? (In good fun of course)
- Make sure to let us know what you’ve got happening in your community by tagging us in social media posts or emailing us at info@givingtuesday.org so we can share!
Contact Our Team

info@givingtuesday.org

Twitter: @GivingTuesday

#GIVINGTUESDAY