GivingTuesday
Social Media Toolkit
for Nonprofits
2019
We are the biggest generosity movement in history.
We are a team of millions, representing all faiths and political views, with activity in every country around the world.
We are GivingTuesday.
MEGA-MESSAGES

• GivingTuesday brings together a global community around ideals of generosity + collective action.

• Our ultimate goal is a more just and generous world.

• GivingTuesday was founded as a simple idea: to bring people together for a day of giving back. It has since spread like a wave across the world, with over 160 countries in 2018. Now in its 8th year, nearly every country on earth is participating in GivingTuesday.

• In an increasingly divided world, GivingTuesday represents a new global ritual based in joy and hope, proving that acts of kindness and goodwill can transcend country, race, religion and political ideals, and create connections between people.

• GivingTuesday isn’t just about fundraising, it’s about communities banding together and giving of their time, power, skills, expertise, and resources.
What if the whole world came together on one day to give?

#GivingTuesday
Social Media Ideas

- Use the hashtag #GivingTuesday – the buzz amplifies your reach by expanding your normal audience + encouraging new donors + volunteers to get involved with your nonprofit!

- Create a landing page on your website that introduces your plans for GivingTuesday and the various ways people can give back to your cause. Link to this in all social posts.

- Create content that shows your mission is something people want to get behind. Educate people about your cause area + what your organization is doing to make our world a better place.

- Ask your supporters to leverage their social networks by posting #Unselfies + challenging five friends to do the same. “Nominating” friends to participate can exponentially increase the reach of a campaign + it makes people more willing to participate when they see their family + friends did too.
Social Media Ideas

• Build anticipation and keep your organization top of mind with a countdown to GivingTuesday!

• Leverage the power of peer-to-peer (p2p) fundraising for GivingTuesday. Asking your supporters to fundraise on your behalf with their own p2p campaigns for GivingTuesday can have a ripple effect: once these ambassadors start posting about their own campaigns on social media, their content can provide social proof that inspires others to give back too.

• Don’t just ask for funds. Motivate your supporters with a reason to give beyond the fact that it’s GivingTuesday. Also share other ways your community can get involved in helping you support your work. Highlight the opportunity to make the world a better place.

• Study your analytics to determine what times of day you see the most engagement with your social media accounts and schedule your posts accordingly.
Get creative! Feel free to adapt the GivingTuesday logos to suit your nonprofit’s branding.

Create your own GivingTuesday hashtag. From #GivingBlueDay to #GivingZooDay to #GivingSpruceDay - we encourage you to make GivingTuesday your own!

Download the logos files here!
Twitter Tips

• Your GivingTuesday campaign should say what you need to say in the amount of time it takes for a donor to scroll on past your post in their Twitter feed. Prep before so you can practice saying a lot with less text.

• Leverage Twitter threads. It allows you to say a little bit more but keep similar topics threaded. You can use it to tell a story and encourage conversation.

• Organize a Twitter chat about your issues area or Ask Me Anything with your team members.

• Ask your supporters to change their Twitter display names for the day to show their support *(see example to the right)*.

• Add alt text to your images so they’re accessible to all.
SAMPLE TWEETS

Mark your calendar! Dec 3 is #GivingTuesday. How will you give?

Leave a ❤️ below if you’ll join the #GivingTuesday movement on Dec 3 and tag a kind-hearted person to help spread the word. ✌️

#GivingTuesday here we come! This year, we want to [YOUR GOAL] to give [IMPACT OF REACHING YOUR GOAL]. LINK

It’s #GivingTuesday! Join millions of people around the 🌍 to show up, give back, and change your community. LINK

Throughout today we’re sharing how [@ORG] is working to [YOUR WORK] and ways that you can help us achieve [YOUR MISSION]. LINK #GivingTuesday
Facebook Tips

• Change your cover image and a custom profile image mid-November to share that you’re participating in GivingTuesday.

• Use the GivingTuesday Facebook profile frame on both your nonprofit page and personal profiles to help amplify the day.

• Create a Facebook event and invite others to click “going” - they will receive a Facebook notification on GivingTuesday.

• If you’re planning on using Facebook’s fundraising tools + donate button, you can learn more about those tools here. Alternatively, you can simply link out in your Facebook posts to the donate form on your website.

• Consider mobilizing highly engaged supporters to fundraise for your organization on Facebook.

• Remember to use images that respect people’s dignity. Add alt text to your images for accessibility.
SAMPLE FACEBOOK POSTS

Save the Date: #GivingTuesday is December 3! We’re proud to be a part of this global celebration of giving. Visit [LINK] to find out more.

Everyone can have an impact on #GivingTuesday! Join ORG on December 3 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].

Phew! It’s been a bit of a day, but it’s not over yet. We’re still [$ AMOUNT] away from our [$ AMOUNT] goal. If you haven’t already, please consider supporting our mission so [IMPACT STATEMENT]. Happy #GivingTuesday, and thank you for being you! [LINK]
• Swap your usual profile bio with info on your GivingTuesday campaign, including a strong call to action and a direct link to your campaign URL.

• Keep up campaign momentum by sharing images that illustrate your impact. Remember to use images that respect people's dignity. Add alt text to your images for accessibility.

• Run a contest on Instagram Stories. Or go live! Give supporters a tour of your space, an AMA with your ED... Be creative!

• New this year: Instagram Donate Stickers! You can use these in Instagram Stories and donors can give directly to your organization through Instagram.

• Use Instagram Stories to generate excitement for your #GivingTuesday campaign! Give quick, fun snapshots of what you’ve got cooking for #GivingTuesday.
Video + Livestreaming Tips

• Give supporters a "behind-the-scenes" look at your work or talk about important issues in real time, or offer a window into your work – show supporters what you do.

• Where to stream: Twitch, YouTube, Facebook, Instagram, and Twitter all have great livestream functionality.

• Film the impact of your work! All you need is your phone to get footage.

More Resources on Live Streaming
Working With Twitch Creators for GivingTuesday
How to Livestream on GivingTuesday
ASK YOUR SUPPORTERS TO SHARE THEIR GIVING STORY

#MyGivingStory is a turnkey social media campaign you can use to gather shareable testimonials about your nonprofit’s impact and inspire more generosity!

1. Ask your community to share how and why they give back. Their story does not have to be about your nonprofit.
2. Have them upload their story (with photos, video, or text) to mygivingstory.givingtuesday.org

The winning storytellers’ receive grants up to $10,000, which they can use to give to their favorite nonprofits.

Sample messages
- Giving is good for the soul and when we share our generosity, it inspires more of it! Tell @GivingTuesday why you give and @YourORG could win $10,000. #MyGivingStory
- Why do you give? @GivingTuesday wants to know. Share your story and you could win $10,000 to give to a nonprofit of your choice (ours perhaps!) mygivingstory.givingtuesday.org #MyGivingStory
Suggested Timeline

**August**
- Create your graphics + editorial calendar for the fall, leading up to GivingTuesday (Dec 3)

**September**
- Email a save the date for 12/3 (with a calendar invite attached)
- Make a general announcement that your organization is participating in GivingTuesday
- Start regular social media about your plans

**October**
- Start ramping up your social media with 2 messages a week. Aim for at least one message on Tuesdays.
- Prepare your community to be ambassadors for your cause + ask them to share your messages

**November – December 3**
- Early November: Post 3 times a week.
- Mid-November: start focusing your social posts on GivingTuesday, posting daily if possible. Best practices are 1-2 posts on Facebook + Instagram, with 3 tweets a day. Share impact stories about your organization + your work
- Late November: Connect your messages to the holiday giving season – remind people to give back on GivingTuesday!

Download the 6-Week Communications Timeline
On The Big Day
December 3, 2019
• Go BIG! Don’t be shy about posting often throughout the day.

• Don’t forget to use the hashtag #GivingTuesday (and any others you may have created for your campaign)

• Monitor your social media mentions throughout the day and interact with your supporters!

• Send updates about your goal and thank donors along the way.

• Use lots of images, videos, GIFs to get your messages to stand out. #GivingTuesday trends every year, be creative to get extra visibility.
Thank You Wednesday
Post-GivingTuesday

Remember to thank your community & share your results!

GivingTuesday is on a mission to increase generosity all year, December 3, just happens to be our anniversary! Participate in our #52Tuesdays campaign, #DoGoodCalendar, and #MyGivingStory throughout the year.

Thank you for joining us in building a more just + generous world!

More Ways to Say Thank You
Creative Ways to Say Thank You After GivingTuesday
GivingTuesday Was a Hit – Now What?
We have an unprecedented opportunity to scale generosity around the globe.
Questions? Contact Us

Find resources, logos, graphics, and more at GivingTuesday.org

To speak with a member of our team, email: info@givingtuesday.org