2019 Social Media Toolkit for Givers

Join us in building the biggest generosity movement in history

Things to Know About GivingTuesday

- 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 seven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

- 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.

- 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.

How to Participate in GivingTuesday

GivingTuesday is a day where it's super simple to make a difference. Leave kind notes on car doors, clip coupons and tape them next to the items at the store, give flowers to a stranger! You can give an honest review for a local business you love, paint rocks with positive quotes and leave them in fun places for people to discover, or tip your server 30%. Each tiny act adds up to something huge when we all give together. Decide how you’ll give and then spread the word about how you’re committing to generosity this GivingTuesday.
Sample Social Media Messages
I’ll be giving back on #GivingTuesday by ____. How will you give?

Hi everyone! This #GivingTuesday I want to share my favorite organization, @NonprofitHandle, because they do amazing work! Learn more about them here: LINK

We all have the capacity to give. From paying for someone’s meal to volunteering at your local animal shelter, billions of small, thoughtful actions, can create massive, global impact. Join me in participating in #GivingTuesday today!

What if everyone around the world, gave together, on one day? I’m giving back today. #GivingTuesday

On #GivingTuesday today, find the thing that stirs your soul and give voice to that cause. I stand for ______.

Social Media Tips + Other Ideas
● Use the hashtag #GivingTuesday - the buzz helps amplify the cause you’re posting about.

● Make a quick 15-second video on your phone to describe what you’re doing for GivingTuesday. Tag us @GivingTuesday and we may share your good deed!

● Consider running a Facebook fundraiser on behalf of your favorite nonprofit!

● Post an #Unselfie! Share a cause that matters to you and inspire others to do the same.

● Add “is giving for #GivingTuesday” to your Twitter display name.

● Post an Instagram or Facebook story showing all the ways you’re planning on giving back!

● Share your story in our #MyGivingStory contest and you could win up to $10,000 to give to your favorite nonprofit. Find all the details here.