The Complete Toolkit
For Nonprofits
2019
**Welcome**

We're so glad to have you be a part of the GivingTuesday movement! Together, we're building a more just and generous world through an epic, global celebration of generosity on December 3. We encourage you to use the following resources to build a successful campaign. You can also reach out to our team anytime at info@givingtuesday.org with specific questions or to share your creative campaigns and big wins!

Ready to start? We’ve put together this toolkit to provide your nonprofit with all the resources you need to plan a successful campaign, including:

- Key messages to use when talking about the GivingTuesday movement with your team, board, supporters, and a wider audience
- FAQs
- Ideas for how to participate
- Social media quick tips
- Sample press release
Key Messages:

- GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world.
- 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.
- 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.
- We believe that generosity leads to greater civic participation and other prosocial behaviors.
- 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.
- When so much attention is given to what makes us different, generosity is what brings people of all races, faiths, and political views together. Generosity is our individual power to make a positive change in the lives of others and is a fundamental value we can all act on.
- Whether it’s making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give.
- Everyone has something to give. It’s about the collective spirit of generosity that brings change to our communities when people give their voice, their time, their talent, or their money.

Suggested talking points for GivingTuesday partners

- **What is GivingTuesday?**
  - GivingTuesday is a global generosity movement that’s unleashing the power of people and organizations to transform their communities and the world.
  - Whether you’re giving your voice, your time, goods, or your money, helping others or working for the causes you care about, generosity is one of the most powerful ways you can have an impact in the world.

- **Why are we participating in GivingTuesday?**
  - For our organization, GivingTuesday is a chance to talk about our values and why we care so much about the work that we do.
  - We’ve been able to use GivingTuesday to introduce new people to [our cause]
and [our organization] so that they will become year-round supporters.

- For us, this is a chance to be part of a bigger movement and a bigger community. GivingTuesday is a global phenomenon.

- **What can we accomplish with GivingTuesday?**
  - It can feel right now like people have very little in common and it’s hard to connect. But generosity is a universally held value that brings us together.
  - Being generous can make us happier, it can make a difference in the world, and it inspires generosity in others.
  - It lets us come closer together and build stronger communities. It’s vital to strengthening the overall social sector, which [our organization] is a part of.
  - Now, more than ever, we need to lift up and celebrate those values that bring us together and create joy. We need more generosity in the world.
FAQs

When is GivingTuesday?
- December 3, 2019

What is GivingTuesday?
- GivingTuesday is a global generosity movement that unleashes the power of people and organizations to transform their communities and their world.
- 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.
- 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’s global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life.

How big is GivingTuesday?
- With activity happening on every country on earth, GivingTuesday is the biggest generosity movement of all time.
- There are over 200 local GivingTuesday movements happening in the United States and 60 country campaigns.
- In just seven years, the GivingTuesday movement has raised more than $1 billion online in the U.S. alone.

When is GivingTuesday?
- GivingTuesday is held annually the Tuesday after Thanksgiving and this year on December 3, 2019. It is held on the same day in most participating countries in the world.

How did GivingTuesday start?
- GivingTuesday was launched in 2012 during what at the time felt like unprecedented disruption in global politics and the global economy.
- We wanted to harness the power of social media to celebrate and inspire giving.
- It’s succeeded beyond our wildest hopes and has grown into a true grassroots movement for generosity.
So who’s behind it? Is there a connection to 92nd Street Y?

- GivingTuesday was originally launched as a project of the 92nd Street Y. That organization nurtured GivingTuesday through its 7 years of growth, but GivingTuesday is now its own organization.

Who can participate in GivingTuesday?

- Everyone! GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organizations, small businesses and corporations. There are people and organizations participating in GivingTuesday in every country in the world.
- Participating in GivingTuesday is about joining a movement for generosity, and there are so many ways to do that. **Whether you give your voice, goods, your time, or your money**, being generous is a way to fight for the causes you care about and help people in need.

Does it cost money to participate in GivingTuesday?

- There are no costs to participating in GivingTuesday. GivingTuesday is a free and open movement to unleash generosity. All of our resources are available for free through our website.
- If you’re a nonprofit using a digital fundraising platform, there may be costs associated with the tool you choose to use – check with your technology providers.

How can organizations get involved in GivingTuesday?

- Interested in participating? We’d love to have your nonprofit join the movement! We ask that partners use GivingTuesday as an opportunity to inspire generosity in many ways in their communities. Check out the [ideas & examples](#) or [download our case studies](#) for inspiration.
- GivingTuesday can build on the strength of a global movement to increase exposure and build support for your organization’s mission, especially during the holiday giving season. The GivingTuesday team provides a variety of plug-and-play materials created by industry experts that can help you use social media and innovative marketing to draw attention, support, and resources toward your cause(s).
- You do not have to be listed on our page in order to participate in GivingTuesday, but we encourage you to [register](#) with us, as many people and media will refer to our page to identify campaigns close to them. You’ll also receive our newsletter with tips, ideas, tricks, and news.
- After you register with us, your nonprofit will be listed on our Participating Organizations page (48-72 hours after you submit the form). **Your nonprofit will not receive a profile**
page on our website. Your listing will link directly to your nonprofit’s website. In your outreach, please make sure you’re linking directly to your own donation form or website (not to GivingTuesday.org).

- **Organizations do not receive donations through the GivingTuesday website.** All donations need to be made through your organization’s own donation processing platform.

- Official partners are responsible for their own promotional initiatives.

- Use social media to spread the word!
  - Talk about giving and generosity using the hashtag #GivingTuesday
  - Share our Facebook posts — facebook.com/GivingTuesday
  - Follow us on Twitter @GivingTuesday and use the GivingTuesday hashtag
  - Follow us on TikTok— GivingTuesday
  - Instagram — givingtuesday
  - Snapchat — add/GivingTuesday
  - Share our social media channels in your organizational and personal social networks
  - Announce your participation in GivingTuesday to your networks and email lists
  - Use the #UNselfie hashtag to talk about how you are giving and why
  - Organizations can share our our logo and graphics to help promote your GivingTuesday campaign. You can download logos from: www.givingtuesday.org/logos. In fact, feel free to change the logo! Don’t forget to tag us, we love seeing your creativity!
  - For more, visit the Social Media Tips section in this document and the Social Media Toolkit on our website

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**What’s a Community Campaign?**

- There are over 200 local GivingTuesday movements happening in the U.S. - we call them Community Campaigns. From #GivingTuesdayCLT (Charlotte, NC) to #ILGive (Illinois) to #BethelGives (Alaska), community campaigns are uniting organizations and people to celebrate GivingTuesday in their town, city, state, or region.

- Benefits to participating in GivingTuesday with your local Community Campaign:
  - Participate in marketing and media opportunities that can help you get new eyes on your mission
  - Get access to potential new supporters
  - Participate in matching grants and prizes that some campaigns organize
- Build your capacity with free workshops, support, training, and resources
- Collaborate with other local organizations
- Be part of something bigger

**How do Facebook’s fundraising tools work with GivingTuesday?**

- We do not play a direct role in the Facebook GivingTuesday match program. **In order to be eligible for Facebook’s match program, you have to use Facebook’s fundraising tools.** You can [learn more about Facebook’s match opportunity here](#). If you have specific questions about the Facebook match program, you will need to [contact Facebook directly](#).
- **You do not have to fundraise using Facebook’s tools in order to participate in GivingTuesday.** We encourage you to use whatever fundraising tools or donation platform that works for your organization and your donors.
- You do not have to participate in Facebook’s match program in order to participate in GivingTuesday. We encourage you to participate in whatever way works for your organization.

**How does GivingTuesday influence overall giving?**

- GivingTuesday is a great opportunity for organizations to inspire new supporters and givers to join their missions!
- Data shows that donors who give to an organization during GivingTuesday are 10 to 15 percent more likely to give again, compared to donors acquired on typical days in similar campaigns.
- GivingTuesday provides an overall boost to nonprofit organizations. In 2017, 75 percent of those making financial contributions on GivingTuesday were repeat donors, with an average gift size of $120. Data shows that GivingTuesday creates a net bump in overall yearly giving, and has proven not only to engage new donors, but to motivate existing donors to give more.

**Is there any evidence that GivingTuesday has an impact beyond this one day?**

- Although GivingTuesday falls on the Tuesday after Thanksgiving annually, in surveys taken by GivingTuesday participants, 82 percent of people say that GivingTuesday has inspired them to be more giving in their lives.
- By engaging in your community around GivingTuesday in December, you’re creating an opportunity to foster and strengthen relationships around generosity year-round.
How does GivingTuesday track and report on results and impact?

- Our [Data Collaborative](#) brings together over 60 partners and 40 global data labs to observe the movement’s innovations and understand the drivers and impacts of generosity.
- This includes all of the major donation platforms, payment processors, giving platforms, the government (990 data, workplace giving), and social media platforms.
- These partners provide us with a wealth of data which we use to learn not just the total raised on GivingTuesday, but about general giving year-round, including what drives giving and how to inspire more of it. The data they provide to us is aggregated and cleaned - GivingTuesday does not have any of your donors’ private information. Check out reports and findings in our [GivingLab](#) — it can help you strategize for more successful fundraising!

Are young people participating in GivingTuesday?

- Younger generations are the ones most likely to participate in GivingTuesday.
- 67 percent of people between the ages of 18-34 who are aware of GivingTuesday participate in it in some way.
- Young people have been inspired to be more giving and they have tremendous power to inspire their peers in the spirit of generosity as well.
- It’s important to remember that generosity isn’t only about money. There are young people giving their voices and time to causes that they care deeply about. Through GivingTuesday efforts, young people are powerful forces for change.

How do people get involved in GivingTuesday?

- In our awareness studies, we’re finding that people do participate in GivingTuesday in lots of different ways and most people do more than one thing. Giving money is the most common way people participate but most of those donors do something else as well. Supporters want to get involved in lots of different ways, and because GT gives them this opportunity, they take advantage of that.
- People demonstrate their generosity in many ways, including by giving:
  - **Voice**, by speaking up for the causes that matter to them and encouraging others to get involved. GivingTuesday gets over 21.7 billion social media impressions, with issues like education and women’s empowerment dominating conversations.
  - **Goods**, by organizing the collection of food, clothing, blood, or other goods and resources needed.
  - **Time**, by volunteering their time and expertise to do good in their communities.
Money, by making donations to individuals and organizations that share their values and can advance the issues they care about or help others. More than $1 billion has been raised online in the U.S. alone over seven years.
Ideas for How to Participate As A Nonprofit Organization

GivingTuesday is a great day to collaborate and experiment. Over the past six years, we’ve seen incredible creativity from our community. In fact, each year, over 80% of participating organizations reported they used GivingTuesday to experiment with something new!

Below are some examples of ways your organization can activate on GivingTuesday. Remember to check our website for the latest ideas, trends and tips to launch your GivingTuesday initiative!

Raise Funds

- GivingTuesday is a great day for nonprofits, schools, and religious organizations to fundraise. We’ve seen many record-breaking giving days come out of GivingTuesday campaigns - think about ways to engage your donors in a new and meaningful way. You can check out our case studies for some good examples from nonprofits at a local, national, and international level.
- Partner with a local business to get their employees involved in a giving campaign. Ask small businesses to pool funds to provide a match, host an event, donate product, or volunteer – they possibilities are endless. Read our local business or brand case studies for more ideas.
- Rally some of your supporters to run p2p fundraisers for your nonprofit. It’s a great way to reach that next tier of donors who might not be familiar with your mission.
- Use GivingTuesday to launch a monthly giving campaign. Offer an option for donors to repeat their donations on the first Tuesday of every month on your donate form.
- Connect your GivingTuesday activity to your end-of-year or holiday campaign. Use GivingTuesday as the start of the giving season.

Create a Day of Action

- Most people give in more than one way on GivingTuesday and people are looking for ways to get involved in their community. Think about hosting a volunteer activation that would help your nonprofit. It’s a great way to get new eyes on your mission and engage current donors in a different way, especially young people who often want to do something more active than give dollars.

Collaborate

- Partner with other local organizations. Last year, we even saw one nonprofit use their social capital and voice to raise funds for an entirely different organization!
See if your community has a local GivingTuesday campaign happening. Over 200 cities and communities in the US are leading local GivingTuesday movements, along with over 60 countries around the world. Don’t see your community represented? Think about raising your hand to lead the charge! Our team can help – just email us.

Get your local government officials to proclaim December 3, 2019 GivingTuesday in your city or town. Make this a big press moment and bring the community together to celebrate generosity. See our Mayoral Proclamation Toolkit for more ideas.

2019 Campaign Timeline

Don’t know where to you start? This timeline will help you plan for a successful campaign.

June

- Make sure you’ve signed up for GivingTuesday at givingtuesday.org by clicking the “Join The Movement” button. This will add you to our list of Participating Organizations and our newsletter, so we can send you the latest updates and news.
- Download the case studies and toolkits relevant to your organization.
- Set a goal. Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- Consider your target audience – who do you want to inspire to give? Map out exactly how you’ll inspire your audience to give.
- This is the crucial planning period for your team. Have a staff meeting and select the team that will work on your GivingTuesday campaign. Work through our Getting Ready for GivingTuesday workbook – it’s a step by step guide to building a successful campaign.

July

- Collaborate. If you are thinking of working with another organization on your campaign, now is the time to pitch partners and get them on board. Reach out to local businesses + funders explore ideas. Check out our collaboration case studies for some great ideas on how to partner with other organizations.
- See if your city or state is planning a community campaign for GivingTuesday. If there’s a local movement, reach out to their team to see how you can join. You can find all Community Campaigns on our map.
- Think about a match. If you are organizing a fundraising campaign, talk to donors about
providing a match or challenge grant to build extra excitement on GivingTuesday.

**August**
- Confirm your campaign plan and goal. Determine your campaign message – consider having only one message for all of the year-end fundraising.
- Map out a team timeline and share internally with your staff.
- Confirm assets and graphics you will be using for your campaign. Download our [logo files](#) here. You are welcome to re-design our logo to better represent your branding.
- Map out your editorial calendar for the fall. When will you announce your campaign? When will you email your constituents? What will your social media look like? Put all of this into a google doc or calendar to get a clear idea of what the next three months will look like.
- Think about your evaluation strategy. How will you track and measure your campaign goal? How will donations come in on the day? What would you like to learn about from your GivingTuesday campaign? Find a team member to oversee this evaluation and use the resources on the GivingTuesday website to determine how you will track, measure and share the results from your campaign.

**September**
- Announce. Share your plan and goal in a press release or a community launch party, and start spreading the word about your plans for GivingTuesday on social media. It’s best to announce early to get your community prepared and excited to give.
- Send a save the date to your supporters + other constituents (send them an actual calendar invite). Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has December 3rd marked on their calendar. You can use our [Save the Date graphic](#) and sample language in our [Social Media Toolkit](#).
- Talk to your mayor and local government officials about proclaiming December 3, 2019 GivingTuesday. Use our [Mayoral Proclamation Toolkit](#) to get started.

**October**
- Build a drumbeat. Start scheduling regular (2-3 times a week or more) social media messages to talk about your campaign.
- Develop your email marketing lists. Figure out who you’ll target with what messages. Example: your higher-level supporters may have different needs around an ask than the
rest of your general mailing list.

- Pitch your local press. Use our [Sample Press Release](#) to share your campaign plans with local media. We see a lot of coverage for GivingTuesday — don’t wait to pitch your story to TV, radio, and local newspapers.

- Send a “1 Month to Go” email, newsletter and social media messages to make sure your board, staff, and community knows that we are in the final countdown for GivingTuesday!

- **Pro tip: Email a calendar invite (even if you’re not hosting a in-person event)!** Once you have your lists segmented, you can even customize those calendar invites with specific instructions for different groups. (eg. social media ambassadors, donors, reporters) It seems simple but it can help ensure that your people know exactly what to do when the big day comes!

### November

- Go big on social media! There’s less than a month to go — tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #GivingTuesday in your messages so we can retweet and share your plans.

- Continue pitching the press. Share your story to get your team and community excited.

- Email reminders to your staff and community leading up to GivingTuesday. Make sure they are ready to give on the big day!

### December

- **December 3 — GivingTuesday!** Remember to update your community about your campaign throughout the day. Share where you are against your goal and use the buzz and momentum from the day to build excitement for your campaign. Thank donors and people who are helping to amplify your campaign.

- **December 4 — Say thank you to your staff, donors, volunteers, partners, faculty and community.** [Here are some ideas](#) #ThankYouWednesday

### After The Big Day

- Share your success with us! Email the GivingTuesday team at info@givingtuesday.org with your success, high-resolution photos, or announcements we can share.

- Continue to use the momentum from GivingTuesday to boost your end-of-year or holiday campaign.

- Keep cultivating those donors!
Social Media Tips to Spread Generosity

Find even more ideas in our dedicated Social Media Toolkit.

Update your profiles and use hashtags across all social platforms

- Brand your personal and organizational social media accounts with GivingTuesday graphics and be an ambassador for the movement. You can use any and all GivingTuesday social media share graphics for your own channels!
- Don’t forget to use the hashtag #GivingTuesday and always attach a visual/video (AND you can create your own, as well for an added personalized twist!)

Drive awareness for the global generosity movement

- Celebrate generosity in your local community by highlighting heroes and service leaders on social media.
  - Sample Twitter post: Give your voice, your time, your stuff, or your money. Generosity is one of the most powerful ways you can have an impact in the world. Tell us how you’re making a difference on #GivingTuesday in [local city], and we may retweet!
- Utilize LinkedIn to elevate your thought-leadership profile around #GivingTuesday. You or a member of your leadership team could write a long-form article to publish on LinkedIn that explains why your organization believes in the power of generosity to change the world, or to offer op-ed style opinions on the power of giving time and/or money for the causes we care about. This could also be shared as a natively uploaded video clip, as LinkedIn now supports this type of content, as well.
- Share real-time photos on Instagram Stories, Snapchat, or Twitter that illustrate your impact and show your followers (and everyone else following the #GivingTuesday hashtag) about how you serve the community.
  - Sample Instagram Story / Snapchat Posts:
    - Share videos, boomerangs, or photos of people in your network or local community demonstrating generosity.
    - Create a 10-page story on Instagram highlighting the top 10 ways you or your organization are participating in #GivingTuesday
    - Ask someone influential to take over your Instagram or Snapchat for the day, and share #GivingTuesday moments from their unique perspective
(did you know we also have #GivingTuesdayKids?! Share stories of young people expressing generosity, as well)!

Serve as an inspiration for your community to be generous

- Create a GivingTuesday video with your family, community or staff. Share it on YouTube, Facebook, and/or any other social media platform using the hashtag #GivingTuesday.
  - **Sample Facebook/Twitter post:** When so much attention is given to what makes us different, generosity is what brings people together. We’re proud to be part of the #GivingTuesday global movement for generosity. [insert TBD campaign details or link to your website or specific call-to-action]
  - Generosity is contagious. When you participate in GivingTuesday you’re participating in a global movement for generosity and can inspire others to join in.
  - GivingTuesday is an opportunity for you to stand up for the causes that matter most to you and participate in the change you want to see in the world.
  - **Sample Facebook/Twitter post:** It’s #GivingTuesday, and we’re celebrating by _____! Watch this short video, and help spread generosity this giving season. [upload the video clip directly to Facebook / Twitter]

- Utilize Facebook Fundraisers to easily raise funds for your organization, and to spread the word about GivingTuesday. Facebook no longer charges fees for nonprofits, so take advantage of this perk by encouraging your partners, employees, and friends to host their own Facebook fundraiser in support of your organization.

Use GivingTuesday as a tool to engage your existing followers and attract new ones

- Activate your social media followers by asking them to share stories of why they support your organization. Retweet their replies!
  - **Sample Twitter post:** Our mission is [insert mission], and we’re so grateful to our donors and supporters who help make that possible. This #GivingTuesday, help spread the word by sharing why you support [name of org]!

- Pass the baton! Challenge your partners and friends to spread generosity on social media by tagging them in your social media posts and encouraging them to pass the baton.
  - **Sample Facebook post:** You’re up next, @partnerorghandle! Tell us how you’re celebrating #GivingTuesday and then challenge someone else to do the same.
Sample Press Release

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

[INSERT ORGANIZATION NAME] Celebrates GivingTuesday with [INSERT CAMPAIGN DETAILS], joining millions around the world participating in the global generosity movement

[INSERT LOCATION] [INSERT DATELINE] – This GivingTuesday, [INSERT ORGANIZATION NAME] will inspire generosity by [INSERT TOPLINE DETAILS OF CAMPAIGN].

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and their world. GivingTuesday will kick off the generosity season this year by inspiring people to give back on December 3rd, and throughout the year.

[DETAILED INFORMATION ON WHY YOUR ORGANIZATION JOINED GivingTuesday AND DETAILS OF YOUR GivingTuesday INITIATIVE INCLUDING GOALS, PARTNERS AND PAST GivingTuesday SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM YOUR ORGANIZATION’S SPOKESPERSON ON THE ORGANIZATION’S GivingTuesday EFFORTS]

GivingTuesday was launched in 2012 as a simple idea: to create 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.

People demonstrate generosity in many ways on GivingTuesday. Whether it’s helping a neighbor or stranger out, showing up for an issue or people we care about, or giving to causes we care about, every act of generosity counts. GivingTuesday has raised billions of dollars for critical causes around the world and gets 14.2 billion impressions on social media from people and organizations speaking up for the causes that matter to them and encouraging others to get involved.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year.” said Asha Curran, GivingTuesday’s CEO, and co-founder. “With country and community leaders, millions of organizations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world.”

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 #GivingTuesday on Twitter. For youth interested in joining the movement, visit GivingTuesdayKids.org for inspiration and project ideas.

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

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Whether it’s making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. 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.

To learn more about GivingTuesday participants and activities or to join the celebration of giving, please visit:
Website: www.givingtuesday.org
GivingTuesday Kids Website: www.givingtuesdaykids.org
Facebook: www.facebook.com/GivingTuesday
Twitter: twitter.com/GivingTuesday
Instagram: instagram.com/GivingTuesday