A GLOBAL DAY OF UNITY

COMPLETE TOOLKIT FOR NONPROFITS

#GivingTuesdayNow: May 5, 2020

Digital Tools to Unleash Generosity
Key Messages

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 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.

- #GivingTuesdayNow emphasizes opportunities to give back to communities and causes in safe ways that allow for social connection and kindness even while practicing physical distancing.

- We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others.

Dos and Don’ts

Do

- Go digital - make sure your web presence is optimized, make use of content you already have, think about a video from your ED.

- Be nimble. Everything is changing moment by moment. We need to be making quick decisions and always have a backup plan.

- Do communicate clearly and authentically.
Don’t

- Don’t be afraid to fundraise! Now is the time to be vulnerable. People really want to help. It makes them feel empowered.
- Don’t ask people to do things that may endanger themselves or others. Be aware of CDC and WHO guidelines.

How to Participate in #GivingTuesdayNow

Just like regular GivingTuesday, #GivingTuesdayNow is not exclusively a fundraising day - it’s an opportunity for people around the world to stand together in unity - to use their individual power of generosity to remain connected and heal. **While you certainly can use the day to raise critical dollars for your mission,** here are 10 Ways to Participate in #GivingTuesdayNow without Fundraising.

- **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 supporters** - host a virtual thank a thon or add to a virtual donor 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. You can do this from your couch!
- Ask your supporters to get involved in your organization virtually. What can they do from their couches to move the needle on your cause.

➤ Get more ideas by signing up for our Daily Generosity alerts via text (text “GivingTuesday” to 33777) or via email.
Get Your Social Channels Ready

Update your profiles and use hashtags across all social platforms

- Brand your personal and nonprofit’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 new supporters to get involved with your nonprofit! (Please use “camel caps” in your hashtag for accessibility!)

- 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 particularly during the global pandemic. Be honest about the situation your organization is and what your needs are.

Social Media Activation Ideas

Rally Your Supporters Online

- Go classic: encourage your supporters to share their “unselfie!” No printer? No problem. Use our digital unselfie sticker on Instagram! (Just search “Unselfie”)

- Encourage your supporters to run a p2p fundraiser on behalf of your organization.

- Encourage Twitter users to change their display name for the day to show that they’re supporting your organization for #GivingTuesdayNow (see example at right).

- Organize a Twitter chat about your mission or Ask Me Anything with your team members
• Don’t forget about the new Instagram donate stickers! ([Here’s how to get your nonprofit set up](#))
• Ask your social media followers to share stories of why they support your organization. Retweet their replies!
• Organize a challenge (on TikTok or any channel)! Encourage your partners and friends to spread generosity on social media by getting creative.
• Share the map! We’re [mapping generosity around the world](#). Encourage your supporters to share what they’ve been doing in response to COVID-19 and spread generosity in their local communities.

Other Digital Tactics

• Send your supporters a calendar invite. Literally. Attach an .ics calendar invite file to your email (or use something like Add Event). You should provide exact instructions for what you’d like them to do on #GivingTuesdayNow including a link.
• Start a series of emails to build up anticipation of the big day.

Sample Social Messages

• 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 presents 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).

● Around the world, people are finding creative ways to support the people who are on the frontlines of fighting COVID-19. (share a story that inspired you- doesn’t have to be about your org’s work, though it can be)

● (Insert description of your org) While we can no longer convene in person, (org name) has continued to support our community...

Sample Communications Timeline

Week of April 13

● Make sure you’ve signed up for GivingTuesday at www.givingtuesday.org/join. This will add you to our list of Participating Organizations and our newsletter, so we can send you the latest updates and news.
● See if your city or state is planning a community campaign for #GivingTuesdayNow. If there’s a local movement, reach out to their team to see how you can get involved.
● Download the toolkit for nonprofits (which includes a press release, sample emails, social media, graphics, and more).
● Set a goal and consider your target audience. 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.
● Email your supporters to share that your organization is participating in #GivingTuesdayNow and share a calendar invite. You do not have to include specific details yet about how you’re participating if you don’t have that ready yet.

Week of April 20

● Announce. Share your plan and goal in a press release or a virtual community launch party, and start spreading the word about your plans for #GivingTuesdayNow on social media. It’s best to announce early to get your community prepared and excited to give.
• Build a drumbeat. Schedule regular social media messages to talk about your organization’s work, how it’s been impacted by COVID-19, and how your community can best support your mission. You can use our Save the Date graphic and sample social media posts (above in this toolkit).
• Think about a match or other challenge. If you are organizing a fundraising campaign, talk to donors about providing a match or challenge grant to build extra excitement on #GivingTuesdayNow.
• Email your supporters again to remind them that #GivingTuesdayNow is coming and specific details about how they can get involved. Check our the sample emails below.

Week of April 27

• 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.
• **If you haven’t yet, email a calendar invite to everyone on your lists.** (even if you’re not hosting an 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)
• Go big on social media! Stay top of mind with your supporters—tweet, post, snap, TikTok, share to invite your community to join with you on May 5. Remember to use the hashtag #GivingTuesdayNow in your messages so we can retweet and share your plans.

Day Before

• Send a “1 Day to Go” email and social media messages to make sure your board, staff, and community knows that we are in the final countdown for #GivingTuesdayNow!
May 5

- May 5 — It’s #GivingTuesdayNow! 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.
- Go bananas on social media. Go live, share a photo every hour (no need to create anything new, reuse your existing content), launch a TikTok challenge, highlight stories of generosity from your community.

After The Big Day

- May 6 — Say thank you to your staff, donors, volunteers, partners, faculty and community. Here are some ideas. #ThankYouWednesday
- Share your success with us! Email the GivingTuesday team at info@givingtuesday.org with your success, photos, or announcements we can share.
- Use the momentum from #GivingTuesdayNow to boost your spring fundraising and rally support for your mission.

Sample Emails

**Subject line:** Together we...

Dear [Name],

In this time of uncertainty, there’s a fundamental truth that gives us hope - that together we can do extraordinary things. Over the past few weeks and months, the entire world has been coming together to stand up, help out, give back, and heal. Whether that’s through donations to community organizations, celebrating doctors and nurses at shift changes, or reaching out to a neighbor to help with groceries, generosity has been helping the entire world get through this global pandemic. Together.

On May 5, 2020, [ORG] is participating in #GivingTuesdayNow, a global day of unity and giving. As you know, our organization [Describe in 2-3 lines the critical work your organization is doing in your community and how your nonprofit will be participating]

But we can’t do this without you!
Not only do we need your support, we need your help to spread the word. Please tell your friends and family why you believe in our work and encourage them to support us too!

Join the movement on May 5, 2020! Bookmark our donate link today: [add the link to your donate page, attach a calendar invite that includes the link for bonus points] and click here to learn about other ways you can participate in the #GivingTuesdayNow movement. Thank you for being a part of the [Organization] Team.

Hope you are healthy and safe.

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**Subject line: Join Us For A Global Day of Unity - May 5, 2020**

On May 5, 2020, people all around the world are coming together to tap into the power of human connection and strengthen communities at the grassroots level. Will you be one of them?

We will be one of those participating organizations and we need your help!

By joining the #GivingTuesdayNow movement, you’re proving that in times of uncertainty, generosity can bring the whole world together.

Here is how you can get ready to give:

1. **Give.** On May 5, go to [insert your organization URL] and donate. You can also support our organization in these ways [insert link to a blog post that outlines other needs like a wishlist, virtual volunteer opportunities]

2. **Follow.** Please follow us on Facebook, Instagram and Twitter and invite your friends to do the same.

3. **Spread the word.** Encourage your friends and family to join you in creating real impact on May 5 by sharing what our mission means to you and why you support our organization [here are some ideas]. Make sure to use hashtag #GivingTuesdayNow.

Let’s rally together to build stronger communities.

Learn more at [insert your organization URL]
Canva Templates

How to Use These Template Files

The links below each template link to Canva, a popular, easy to use graphic design tool. If you don’t have an account, you can get one for free. Click Use This Template to edit these files as you wish.

Facebook

Use this template

Use this template
Instagram

Together we give.

#GivingTuesdayNow | May 5, 2020

Use this template

A Global Day of Unity

May 5, 2020

#GivingTuesdayNow | May 5, 2020

Use this template

Now more than ever, we are called upon to make a difference.

#GivingTuesdayNow | May 5, 2020

Use this template
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Use this template

Use this template

Use this template
Logos, GIFs, and Other Graphics

Together we give.

#GivingTuesdayNow | May 5, 2020

Now more than ever, we are called upon to make a difference.

#givingtuesdaynow | May 5, 2020

Download graphics, GIFs, and logos and spread the word - we encourage you to get creative!