GivingTuesday
Key Messages
December 1, 2020

Messaging and Talking Points for 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.
- People can show their generosity in a variety of ways during GivingTuesday—whether it’s helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts.
- 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.
- 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.
- We each have a deep reserve of generosity, which we can deploy in myriad ways to make a difference—your time, your kindness, your skills, your voice are all things you can give in addition to charitable donations.