GivingTuesday: Sample Press Release

December 1, 2020

How to use this template:

1. Once you have decided to activate a campaign that makes sense for your organization, add your details *(as much as you know right now and you don’t have to have everything set)* in the press release template below.
2. Be sure to have someone in the contact space who is readily available and responsive.
3. Add a campaign name and details of how you want the public to engage in the day.
4. Circulate to your press outlets and include the release as a blog on your website and promote socially. Edit so that it makes sense for your community.
5. Here are some tips from Joan Garry on [securing press coverage](#).

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 on December 1, 2020

[INSERT LOCATION] [INSERT DATES] – [INSERT ORGANIZATION NAME] is responding to meet the needs of [DESCRIBE WHO/WHAT YOU’RE SUPPORTING] by [INSERT TOPLINE DETAILS OF CAMPAIGN].

[INSERT LOCATION] [INSERT DATES] – 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 1, 2020, 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 eight 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.

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About [INSERT ORGANIZATION NAME]
[INSERT ORGANIZATION BOILERPLATE]

About GivingTuesday
GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

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.

GivingTuesday is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world. GivingTuesday is organized in partnership with GivingTuesday, the organization, and a global network of leaders, partners, communities and generous individuals.

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