



Key Messages to Spark Participation on GivingTuesday

The most generous day of the year is on December 2, 2025

What is GivingTuesday?

GivingTuesday was created in 2012 as a simple idea: **A day that encourages people to do good.** Over 13 years, this idea has grown into a global movement that inspires millions of people to donate, volunteer, and spread awareness.

With **over 2M uses of the #GivingTuesday hashtag on social media** and 36.1M people in the U.S. participating in GivingTuesday in 2024 alone, **it's a trending topic every year that drives strong organic engagement on social media.**

Three Key Value Proposition Messages

TL;DR, participating in a GivingTuesday campaign will help you make a bigger impact.

- **#GivingTuesday can build awareness and spark participation:** 86% of people aware of GivingTuesday reported that it inspired them to be more generous.
- **GivingTuesday can boost fundraising dollars:** Counties in the U.S. who ran a GivingTuesday campaign saw a 121% increase in donations.
- **GivingTuesday is an opportunity to engage supporters in non-monetary giving:** 32% of GivingTuesday participants give in multiple ways. (e.g. time, money, or goods.)

Awareness tips:

- **Use #GivingTuesday** so other generous folks can see and engage with your content!
- **Tag @GivingTuesday** so that we can support your content.
- **Direct audiences to [GivingTuesday.org/Participate](https://givingtuesday.org/participate)** for tips and tools.

These stories prove GivingTuesday's impact

There is a transformative power in sharing moments of generosity online and offline.

We've compiled stories showing how generosity impacts communities worldwide to help you articulate GivingTuesday's value. See how [Partridge Creek Farms](#) and [Lasagna Love](#) spark change by capitalizing on hype generated on GivingTuesday at [GivingTuesday.org/Blog](https://givingtuesday.org/blog).

Helpful Resources from GivingTuesday + GivingTuesday Data Commons

- **Blog:** [Making the Case for GivingTuesday](#)
- **Report:** [Generosity as Resilience](#)
- **Case Study:** [Generosity is Just One Button Push Away](#)
- **Blog:** [How Can We Unlock Billions in Generosity](#)