

This document contains two ready-to-customize press outreach tools for organizations or community leaders participating in TogetherTuesday on June 23, 2026.

- **Press Release:** Announce your TogetherTuesday participation to the media.
- **Press Pitch Email:** A short, personal email note to journalists to flag your involvement.

You can replace all [BRACKETED PLACEHOLDERS] with your own information before finalizing the press release or press pitch.

Template 1: Press Release

Customize the headline and dateline below. Distribute via your preferred wire service or email it directly to reporters.

[YOUR ORGANIZATION NAME] Joins TogetherTuesday, a National Day of Community Action on June 23rd

[Optional subheadline: One sentence summarizing what your organization is doing for TogetherTuesday].

[CITY, STATE] – [DATE] – [YOUR ORGANIZATION NAME] today announced it will participate in TogetherTuesday, a national day of community action on June 23, 2026, launched by GivingTuesday in partnership with [Be The People](#)—a 10-year call to action that connects community problem solvers with millions of Americans ready to do their part. On TogetherTuesday, [Briefly describe your event or campaign in one sentence. For example, “volunteers will fan out across the city/town to deliver meals and check on their neighbors”].

TogetherTuesday is an open invitation for anyone across the US to show up for the people around them through simple, meaningful acts: checking in on a neighbor, organizing a donation drive, or volunteering with friends. The effort builds on GivingTuesday's work to mobilize millions in the spirit of giving, in collaboration with Be The People.

[In 1–2 short paragraphs, describe your specific TogetherTuesday plans. Answer: What are you doing? Who will it help? How can people get involved or donate? Describe your TogetherTuesday event, campaign, or call to action. Include logistics such as the date, time, location (if applicable), and how people can sign up or contribute.]

[Optional: Add another paragraph with more context like the need you're addressing or the impact you expect to achieve.]

"[Quote from your CEO, executive director, or a community leader. It should reflect your organization's mission and why TogetherTuesday matters to your community.]" said [Name], [Title] of [Organization Name].

"TogetherTuesday is open to everyone; there's no registration or permission needed," said Asha Curran, CEO of GivingTuesday and Be The People National Leadership Council member. "On June 23rd, we're inviting everyone across the country to do something simple but meaningful: show up for the people around you in your community in any way you can. When millions of us act together on the same day, generosity stops feeling like an exception and starts feeling like second nature."

"It can be hard to see, but people are stepping up to solve problems in their communities every day. That's just who we are," said Brian Hooks, Chairman and CEO of Stand Together and a member of Be The People's National Leadership Council. "By bringing these actions together in a single moment, TogetherTuesday helps them break through the noise to show what communities are capable of and inspire others to get involved."

[Describe how readers can take part. E.g., "Sign up to volunteer at [link]," "Drop off your donations at [address + link]," "Follow us on social media @[handle] for live updates," etc.]

To learn more about TogetherTuesday, visit givingtuesday.org/TogetherTuesday.

About [Your Organization]

[Your organization's boilerplate — 3–5 sentences describing who you are, your mission, and your reach. End with your website URL.]

Media Contact

[Name]

[Title]

[Email]

[Phone]

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Template 2: Press Pitch Email

Use this short email to personally share the details of your TogetherTuesday plans with a journalist. Customize the greeting and details before hitting send. You can attach or paste the press release below your signature.

Subject Line Options

Option A: [Your Organization] Is Joining TogetherTuesday on June 23rd

Option B: TogetherTuesday, June 23rd: [One-line hook describing your local angle]

Email Body

Hi [Reporter's First Name],

Hope you're doing well!

I'm writing to flag an upcoming event for you: TogetherTuesday, a national day of community action happening on June 23, 2026.

TogetherTuesday is an open invitation for people across the U.S. to show up for one another – no registration needed – and we're excited to be taking part in this new celebration of generosity and community connection from GivingTuesday, the global generosity movement, in partnership with [Be The People](#), a 10-year call to action that connects community problem solvers with millions of Americans ready to do their part.

On TogetherTuesday, [YOUR ORGANIZATION NAME] will be [describe your specific event or campaign in 1–2 sentences. What are you doing? Who does it serve? What's the impact?].

[Optional: Add a local angle or hook that makes this especially relevant for THIS reporter's beat or audience.]

[Optional: One sentence on why this story is timely or relevant to this reporter specifically, like “Given your recent coverage of [topic], I thought this might be a good fit.”]

I'm sharing the full press release [below/attached here](#) and would be happy to connect you with [spokesperson name and title] for an interview. I'll be back in touch soon with on-the-ground updates and impact numbers.

Let me know if you have any questions — happy to help!

All my best,
[Your Name]
[Your Title]
[Organization]
[Phone / Email]

Below your signature, copy and paste the full press release or attach it to your email.