

GENEROSITY WEEK

December 1-5, 2026

ACTIVATING SPORTS TEAMS, ATHLETES, & ASSOCIATIONS

GIVING
TUESDAY

International
Association for
Volunteer
Effort



A playbook for sports teams, clubs, leagues, and athletes to move generously this GivingTuesday and International Volunteer Day

Generosity Week is a five-day call to action — from GivingTuesday (December 1) to International Volunteer Day (December 5) — inviting communities around the world to come together to give.

DECEMBER 1

GivingTuesday

The world's largest generosity movement, offering great opportunities for professional and amateur teams, clubs, and athletes to rally around causes they care about.

DECEMBER 2 - 4

Generosity Continued

Additional opportunities to engage athletes, fans, coaches, and your sports community in doing good at the start of the holiday season.

DECEMBER 5

International Volunteer Day

A UN-recognized global day to celebrate and mobilize volunteers. Celebrate team work in action by engaging your team and sports community in a local service project.

2026 is the UN's International Year of Volunteers for Sustainable Development— making this the perfect moment for athletes and sports clubs alike to celebrate their values and activate for good.

GENEROSITY IN ACTION

Sport is one of the most universal expressions of community. Clubs create identity, leagues promote belonging, and athletes inspire action. When members of the sporting world give, they can quickly and effectively move others to do the same.

HOW SPORTS CAN HAVE A BIG AND IMMEDIATE IMPACT

01 Tap into Unmatched Reach & Loyalty

Fans follow their clubs across every platform. A single post from a professional athlete or club account can reach millions instantly — creating awareness, generosity, and a moment for your team's community to come together to do good. Generosity Week offers teams an opportunity to tell a bigger story about their players, nonprofit partners, and local community, and to give their fans something to cheer about off the field.

02 Leverage Existing Community Infrastructure

From local Park Runs to national leagues, sport already has organized networks, communication channels, and trusted relationships to mobilize people fast. Integrating Generosity Week into an existing event, meet-up, community run, or match is a simple and effective way to strengthen connections across your community.

03 Sport Has Always Been About More Than Winning

Giving in all of its forms, including volunteering and service, are a natural extension of the values many clubs, teams, and athletes already hold, and Generosity Week is a moment to put them into action. It's not a new ask, but a new amplifier.

04 Fundraising Is Already a Part of the Playbook

Clubs, leagues, and associations already raise funds, sell merchandise, and run ticketed events. Generosity Week gives a global reason to activate those mechanisms for community benefit.

05 Physical Activity = Platform for Giving

Running, swimming, biking, playing, competing — all can be converted into charitable acts. Steps, kilometers, goals, and matches all become currency for community impact during Generosity Week.

INSPIRING EXAMPLES



Philadelphia Eagles

The professional American Football team used GivingTuesday to invite fans to get discounted merchandise, with proceeds going to support the Eagles Autism Foundation.



Trees for Goals

In Nairobi, Kenya, a young footballer combined his love for the game with his passion for the planet by dedicating every goal his team scored toward planting 11 trees—one tree for each player on the field.



Park Run

Local Park Runs thanked and celebrated their volunteers, making the week's Park Run a special event for runners, supporters, and the wider Park Run community.



Tencent Walk for Good

Chinese platform Tencent used its step-counting app to encourage people across China to track their steps on GivingTuesday. The total number of steps was matched in a grant by Tencent's charitable foundation.



FIFA x GLOBAL CITIZEN

FIFA leveraged GivingTuesday to encourage donations to the FIFA Global Citizen Education Fund, which had a goal to raise USD \$100M by the 2026 World Cup Final.



Olympian Simone Biles

Simone Biles posted on her social media and invited people to join her in supporting the Friends of the Children charity. She used her platform to raise awareness and support for a cause that she cares about.

PROFESSIONAL CLUBS & FRANCHISES

Professional clubs have the platform, fanbases, and corporate partnerships to make Generosity Week a major moment — for their brand, their sponsors, and their community.



Brand Enhancement

Clubs that lead on generosity deepen fan loyalty and attract purpose-driven sponsors. Generosity Week gives your brand a values story that lives beyond the scoreboard.



Sponsor Activation

Give corporate partners a ready-made Generosity Week activation. Matching pledges, cause campaigns, and employee volunteer days tied to the club create tangible sponsor ROI.



Club Foundations

Club foundations get a powerful annual fundraising and profile-raising moment. Generosity Week is a credible, global hook to run your biggest campaign of the year.

IDEAS FOR PROFESSIONAL CLUBS & PLAYERS

Player matching campaign. Star players pledge to match fan donations to the club foundation on GivingTuesday (Dec 1). Announce via social media for maximum reach.

Sponsor a community give-back day. Partner with a shirt sponsor or stadium partner to fund a Dec 1–5 community volunteer event or donation drive.

Athlete social takeover. Players take over the club's social accounts to share personal giving stories and rally fans around a chosen nonprofit.

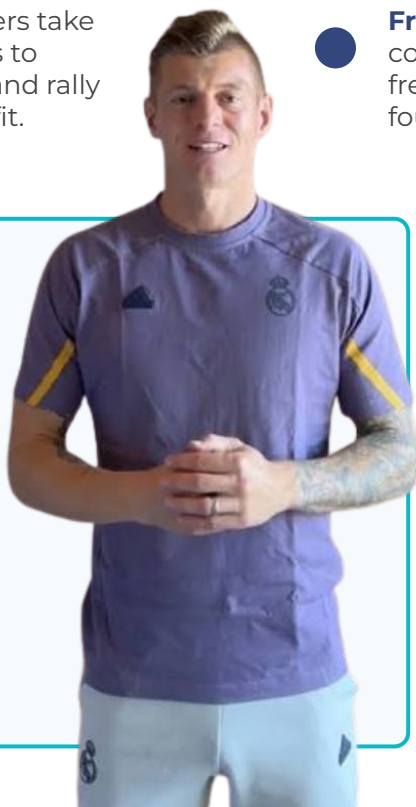
Generosity Week shirt or kit reveal. Unveil a limited charity kit or player-signed item for auction during Dec 1–5, with proceeds to a chosen cause.

Club foundation giving challenge. Launch a 5-day online fundraising challenge: donate, share, tag — with daily updates from players and coaches.

Free game or open training day. Host a community open day during Generosity Week — free entry to training, fan experiences, and club foundation sign-ups.

SPOTLIGHT: TONI KROOS

German football star **Toni Kroos** personally matches and doubles every donation on the GivingTuesday to the Toni Kroos Foundation. He promotes the match on social media and uses his star power as an athlete to raise awareness for a cause that he cares about.



SPOTLIGHT: NFL × UNITED WAY

The **NFL** and **United Way** have been partners for over 50 years. Through initiatives like “Play it Forward,” athletes and teams work with local United Ways on community events and campaigns that raise support, promote service days, and unlock resources for local causes.



SPORTS ASSOCIATIONS & GOVERNING BODIES

Sports associations and governing bodies, from national federations to local clubs, have a unique ability to activate their members, networks, communication channels, and trusted authority to coordinate generosity at scale.



IDEAS FOR SPORTS ASSOCIATIONS & GOVERNING BODIES

● **Association-wide giving day.** Designate a day (it can be GivingTuesday (Dec 1), International Volunteer Day (Dec 5), or any of the days in between as a giving day (fundraising or service) across all member clubs.

● **Charity competition or event.** Organize a Generosity Week event — a meet, championship qualifier, swim-a-thon, bike challenge, tournament — as a charity event where your entire sport community can come together to volunteer, give, and play for good.

● **Club challenge.** Challenge all participating members and associations to complete a generosity activity. It can be a fundraising drive, a volunteer event, a donation drive - count the results and see which clubs and teams do the most good.

● **Sponsorship matching program.** Partner with a sponsor to match member club donations during Generosity Week — giving sponsors a values-aligned activation and clubs a fundraising boost.

● **Equipment or supply drive.** Use your offices, playing fields, pools, and locations to collect donated items to local charity partners.

SPOTLIGHT: #GIVINGTUESDAYSPORT

#GivingTuesdaySport is a national campaign built with Fondation pour le Mécénat Sportif (Action Fund for Sports Patronage) which brings together local sports clubs, federations, and athletes to raise funds, promote inclusion, and foster generosity through physical activities across France.

SEMAINE DE LA SOLIDARITÉ
DU LUNDI 28/11 AU DIMANCHE 4/12

COLLECTE : VÊTEMENTS, JOUETS, ÉQUIPEMENTS SPORTIFS EN FAVEUR D'EMMAÛS

En collaboration avec les 2 clubs de supporters Les Alpins & Les Mammouths
(projet porté par la Fédération Française des Supporters de Rugby)

POINTS DE COLLECTE

DIMANCHE 20/11 : lors du match FCG Amazones / Montpellier à Lestiguères

DU LUNDI 28/11 AU MERCREDI 30/11 : de 13h00 à 19h30 à la Bodega du Stade Lesdiguières

VENDREDI 02/12 : à l'extérieur du Stade des Alpes, entrée Ouest lors du match FCG - Biarritz Olympique.

Dans le cadre de la participation au mouvement

LOCAL & COMMUNITY SPORTS CLUBS

Community sport clubs are where generosity lives closest to home. Many clubs and teams already run on volunteer energy, mutual support, and shared purpose. Generosity Week formalizes this spirit and connects it to a worldwide movement.



IDEAS FOR LOCAL & COMMUNITY CLUBS

Generosity run, bike, swim, tournament.

Organize a community fun run, swim, bike, or sports tournament during Dec 1–5. Participants collect pledges per mile, steps, or kilometer, with funds going to a local cause.

Strava heart map. Runners and bikers can coordinate GPS routes that trace a heart shape on a Strava map during Generosity Week. People can share the art and cause on social media..

Charity marathon or event integration. Work with local sport event organizers to create a Generosity Week charity bib program — athletes can leverage their participation to fundraise Dec 1–5 as part of their race prep or cool-down.

Organize a virtual challenge. Get your friends, family, and neighbors to walk, run, swim, bike, hike, and track steps for charity during Generosity Week. See who tracks the most during the week.

Steps challenge. Reach out to your neighbors and ask them to steps on a fitness app (Strava, Fitbit, Apple Health, etc) between Dec 1–5, and ask a local sponsor to match steps with a donation to a local charity.

Club membership giving drive. Ask members to "give a membership" — donate the cost of a club subscription to fund a young person or low-income family to join.

SPOTLIGHT: INDIA GENEROSITY RUN

Community organizers in India organized a virtual run that challenged individuals around the world to collectively walk or run 79,000km, Gandhi's distance for freedom. Over 200+ NGOs and corporate teams participated by clocking their kilometers for good.

YOU JUST HAVE TO RUN TO BE GENEROUS

#RunFromAnywhere

Oct 2 – Oct 8, 2022

REGISTRATIONS OPEN NOW

India Generosity Run!

79,000

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#GI♡INGTUESDAY INDIA
Join the global generosity movement

GETTING STARTED: SPORT PLANNING CHECKLIST

6–8 WEEKS OUT (Oct)

- ✓ Choose your Generosity Week focus (run, fundraise, volunteer, donate)
- ✓ Select a nonprofit cause or partner
- ✓ Identify a club lead, spokesperson, and/or planning committee
- ✓ Set a goal — money, volunteer hours, or participants

4–6 WEEKS OUT (Nov)

- ✓ Announce Generosity Week plans to members, fans, and across social media
- ✓ Recruit sponsors or corporate partners for matching or to get them to join you in participating
- ✓ Design your Generosity Week activity (route, event, challenge, auction)
- ✓ Set up any registration and map out the logistics for your event or activation

1–2 WEEKS OUT

- ✓ Send reminders with event details - build momentum and get people excited!
- ✓ Post a countdown on social channels. Remember to connect to other holidays, such as Thanksgiving Turkey Trots, Black Friday club sales, and other events.
- ✓ Confirm volunteer roles and logistics
- ✓ Brief players, coaches, or athletes on their role

DURING + AFTER

- ✓ Post daily updates, photos & impact during Dec 1–5
- ✓ Announce running totals to build momentum
- ✓ Thank all supporters, partners, and participants
- ✓ Consider leveraging Generosity Week as the kick-off to your holiday campaign



Planning something with your club, team, or league? Add it to the **Global Action Map** so your community's giving and volunteering is counted alongside other sports communities around the world.

You can also reach out to our team directly with any questions, ideas, or for connections to other organizers! We look forward to celebrating with you this Generosity Week!

December 1 - 5, 2026

www.givingtuesday.org/global-generosity-week

Thank you!



**GIVING
TUESDAY**