



International
Association for
Volunteer
Effort

GIVING
TUESDAY

GENEROSITY WEEK

Generosity Week: December 1-5, 2026

The complete toolkit

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The Opportunity

This year marks the **United Nations' International Year of Volunteers for Sustainable Development (IVY 2026)**. With **GivingTuesday on December 1, 2026** and **International Volunteer Day on December 5, 2026**, there's a fantastic opportunity to create a global week of action that celebrates both the generosity of giving and the impact of volunteering all around the world.

By participating in Generosity Week, you can amplify your community work and share how you—your friends, family, and neighbors—practice and celebrate generosity.

How You Can Participate

Everyone is welcome and no registration or permission needed. You can act on your own, or sign up to get support, resources, and updates as part of the larger movement.

01

Amplify what already exists.

Have an existing project that mobilizes your community? Run your campaign on GivingTuesday and/or connect activities between GivingTuesday (Dec 1) and International Volunteer Day (Dec 5).

02

Try a one-time project.

Have an idea you want to test without committing to a full multi-year effort? Activate alongside millions of others on December 1 through December 5.

03

Build something lasting.

If you have interest and capacity, consider turning your idea into an annual event or ongoing initiative in your community.

Your role

- **You decide what matters.** You know what your community needs better than anyone. We are here to support your vision, connect you with resources, and share your story.
- **You're part of something bigger.** When you solve problems, you're proving what's possible everywhere. Your work becomes woven into our global story, where people are helping others in their communities and opening paths to finding new ways forward together.

Why Generosity Week?

When so many of us act together during the same week and under the same banner, we create proof that giving doesn't have to be exceptional, it can be normal. Expected. Just what we do.

**2 Global Days.
1 Call for Community Action.**

December 1 and December 5 offer perfect bookends for you to activate your communities and to connect two already powerful global days of giving and volunteering.

**Celebrate International
Volunteer Year with Others**

It's the UN's International Year of Volunteers for Sustainable Development — the perfect time to recognize the volunteers in your community and grow the ways people give and serve!

**Celebrate Giving Traditions in Your
Community**

You can be a part of an even larger global network of good-doers and establish new giving traditions at the start of the holiday season.

It's Easy to Participate!

Check in on a neighbor. Share a skill. Organize a donation drive. Sign up as a volunteer at a new organization. It's up to you how and to who you give!



About This Playbook

This playbook is for anyone who wants to inspire giving and volunteerism in their community: local leaders, nonprofits, mutual aid groups, schools, businesses, and individuals ready to make a difference. It was created with people already doing this work and is designed to help you take your next step, whether you're just getting started or building on something that already exists.

How can you use this playbook?

It all depends on what you're trying to do! If you're starting small with a one-time project or moment, you might want to just jump to the sections that are most useful to you.

If you're launching a larger project, you could read this playbook from start to finish or even use it as a workbook for step-by-step instructions for getting your project off the ground.

6–8 Weeks Out
(October 2026)

Generosity Week: Community Action Checklist

Here are some ideas to help inspire your campaign creation process.



Create Your Project

Identify how you'd like to mobilize your community and set a clear action and goal to do so. Decide on how you can use GivingTuesday (Dec 1) to engage and build momentum through International Volunteer Day (Dec 5) and whether your project will be a one-time activation or an ongoing initiative.



Set Your Goals

Work with your team and partners to define clear, specific, measurable, and meaningful goals for participation and impact.



Build Your Team

Assemble a coalition of volunteers, community members, and partners. Assign roles and responsibilities so everyone understands their contributions.

4-6 Weeks Out
(Early-November 2026)

Generosity Week: Community Action Checklist

Here are some ideas to help inspire your campaign creation process.



Map Your Resources

Take stock of skills, volunteers, financial resources, and materials you have. Identify gaps and what additional support or resources you need to bring your idea to life (remember it's OK to keep it simple!).



Plan the Details

Develop a timeline for your project, including key tasks, events, and milestones. Break work into manageable steps and assign owners for each task.



Tell Your Story

Decide how to share your project and invite participation. Collect photos, testimonials, or anecdotes and prepare content for social media, newsletters, and your project page.

2-4 Weeks Out
(November 2026)

Generosity Week: Community Action Checklist

Here are some ideas to help inspire your campaign creation process.



Choose & Test Your Tech

Select the tools you need for sign-ups, communication, and storytelling. Test usability to ensure participation is easy and welcoming for all.



Build Momentum

Launch communications to generate excitement. Use social media, email, press, or local outreach to share your story and invite the community to take part.

Day-of & Post Event
(December 2026)

Generosity Week: Community Action Checklist

Here are some ideas to help inspire your campaign creation process.



Measure Success

Track participation, engagement, and impact using the goals you set. Collect feedback, celebrate achievements, and identify opportunities for sustaining momentum.

Click on the links to view examples in the Generosity Toolkit.

Start Small

Community Care



[Clean Up Your Community](#)

Community Connection



[Share a Meal at The Longest Table](#)

Community Engagement



[Create a Flash Mob of Kindness](#)

Build Momentum



[Share a Skill](#)



[Host a Love Anyway Feast](#)



[Build a Wall of Generosity](#)

Go Big!



[Collect Goods for Your Neighborhood](#)



[Coordinate a Nonprofit Fair](#)



[Organize a Volunteer Day](#)

Generosity Week: Key Questions & Considerations



Who Might Be Good Partners?

Are there people or organizations already working on this issue? How can you come together to raise the visibility of the issue you're working on?

[Rein in Hope](#), a coalition of equine therapy organizations, got its start when a few of the organizations got together to talk about how they could collaborate to fundraise together. They don't focus on who could raise the most, but instead shine a light on what equine therapy groups do - together - for their communities. Barns, riders, and equine professionals across the country share the same message – "hope is alive, and it has hooves".

Generosity Week: Key Questions & Considerations



How Will People Engage?

Will there be a coordinated sign up process or are you going to where people already are?

In Lagos, Nigeria, community organizers launched an annual [Generosity Festival](#), which united 26+ nonprofit organizations, companies, content creators, volunteers, and 500+ people for a full day of service, support, volunteering, and community connection. Corporate sponsors and grassroots NGOs showcased their social impact projects and highlighted models of solidarity. There were also dedicated zones for volunteerism and service, including free medical checks, clothing drives, and food distribution activities.

Generosity Week: Key Questions & Considerations



How Will You Tell Your Story?

There are many ways for community members to engage in a way that works for them. How will you collect these stories and share them on social media?



Amplify Austin (USA) empowers supporters to tell their own stories through their "[I Live Here I Give Here](#)" campaign. Fundraisers customize personal pages with images, videos, and their reason for supporting local nonprofits, then amplify those stories across multiple channels. By encouraging supporters to share via email, social media, and text using #AmplifyAustinDay and #ILiveHereIGiveHere, the campaign creates a digital community conversation. The campaign extends offline too, with local billboards and marquees spotlighting nonprofit stories and supporters, turning individual giving stories into a visible, citywide movement.



Set Goals

Your project's participants include the organizations and partners who come together under a shared banner or call to action to solve a challenge in your community.

Your goal should reflect input by everyone involved. You can gather input by surveying partners, speaking directly with recipients or beneficiaries of your project, meeting directly with organizations, or working with the team of collaborators you're building.

Good goals are:

- **Specific:** e.g. 300 volunteers, not “many people”
- **Measurable:** You'll know whether or not you reached it
- **Ambitious:** Stretches you and your partners without being unrealistic
- **Meaningful:** Matters to the people doing the work and helps and empowers the recipients or beneficiaries of your project

Examples of strong goals include:

- 500 volunteer hours completed
- 50 families helped and empowered
- 10 partner organizations activated
- \$25,000 raised for local programs

Goal Setting Worksheet

Here are some ideas for different types of goals that you could work towards. Tick the box(es) that are most interesting to you or add your own in the space below.

Potential goals

- ☐ Participation
- ☐ Volunteers
- ☐ Individuals served/helped
- ☐ Collaborations
- ☐ Joint activity attendance
- ☐ Contributions received
- ☐ Social followers
- ☐ Thank you's
- ☐ Projects completed

Write down some ideas for your project or project goals here.

How can this goal be shared throughout your coalition of partners and participants?

How many/How much?

What event(s) will be included?

Example: Uganda's Period Giving Campaign



Community Building in Action

Imagine missing school for a week every month simply because there is no safe, clean way to manage your periods. In Uganda, the Dwona Initiative and CivSource Africa wanted to change this reality for many girls by forming the #PeriodGiving Campaign, a year-round initiative to promote menstrual equity. The campaign engaged partners across Uganda, including PeriodGiving Collective and Rotary Uganda. It aligned activities with the 16 Days of Activism Against Gender-Based Violence (held in December) to organize art shows and community events that raised awareness and campaigned to ensure that girls remain in school. The campaign continues to run as a country-wide coalition that invites partners, individuals, young women, and girls to work together to promote girls' health and education.

Build Your Team

The first step in reaching your goals is putting together the group that will bring your project to life.

What parts of your project could use additional help, resources, or skills? How can people help you get this idea off the ground?

What is the purpose of this group?

A clear purpose helps everyone understand what they're signing up for, whether your group has two members or 20. Some groups exist to increase capacity, while others aim to inspire community contribution through events or ambassador-led activities. Whatever the goal, it's essential to clearly share the group's purpose and responsibilities so members understand what serving in a leadership role entails.

Purpose of this group:

This group is responsible for the following:

Take a minute to write down the tasks that could be spread out amongst people who want to help.

Who Can Join You in This Work?

A diverse group of community members is a great way to bring in new energy, ideas, and perspectives! Think through your partners—area schools, local businesses, youth and community members, employers with volunteer programs, nonprofit organizations—the list is endless!



List your potential community members and the reason for asking them to serve. This can be specific individuals or general names of groups.

Map Your Resources

Now that we have an idea of who can help lead this effort, let's spend some time thinking about what else you have and need. Earlier we dreamed about what you could do with unlimited resources, but this likely isn't the reality. Take a few minutes to map out resources you do have access to. Remember to be specific – “a volunteer with graphic design skills” is more useful than “marketing help.”

	Donated goods and resources	Financial resources
What you have		
What you need		
What kinds of other resources not listed might you need		

Plan it Out

Set up a timeline for project planning. We'll dive deeper into the activities in the timeline in the remainder of the workbook.

Action	Who?	By when?	Complete?
Determine participants			
Set a kickoff meeting date			
Agree on goal			
Divide coalition into task groups			
Create a project			
Build comms timeline			
Recruit ambassadors			

Who Can Join You in This Work?

Action	Who?	By when?	Complete?
Engage local business partners			
Identify potential funding partners			
Assemble and share stories			
Consider joint virtual or in-person activity)			
Thank volunteers and supporters			
Plan for project or project sustainability (repeat volunteers and supporters)			

Tell Your Story

Name Your Project

Your project's name is the first thing people will see — and the first reason they'll want to get involved. A strong name can root your work in local pride, signal who it's for, and demonstrate your community's ownership of this project.

Get creative with your name!

Many of the most impactful community-driven campaigns successfully create their own local identity to elevate their efforts and connect people across their community. Feel free to get creative and design a name, logo, and brand that reflects and resonates with your community's culture and traditions!

For example, zoos around the world created "GivingZooDay," Singapore runs the "Great Singapore Give," and organizers in Austin, Texas, USA run a city-wide "I Live Here, I Give Here" campaign and day of generosity.



Jot down a few ideas here:

Things to consider when determining your brand:

- Is it something that will live on a single day or year-round?
- Will you need a URL/website or social media presence? You can check whether a url/website domain is available and purchase a domain at godaddy.com.
- What could your hashtag be? Is it available? You can check availability of a hashtag at checkmyhashtag.com.

Bring these ideas to your organizing meeting and get the group's feedback!

Choose Your Tech

Choosing the Right Technology

Selecting the right tools can make your work easier, more efficient, and more impactful... but it can also feel overwhelming. Remember: technology doesn't solve problems on its own, and sometimes it creates new ones. Before choosing a tool, consider whether you truly need any new tech at all, or if your existing systems could work.

The key is to focus on your goals first: what do you need the technology to do, and who will be using it?

Start with your needs:

- **Purpose:** Are you raising funds, tracking volunteers, communicating with your community, or all of the above? For example, any of these options could work:
 - **Raising Funds:** Paper check collection basket at events, Venmo or Paypal links shared via texts, donation button on your website.
 - **Tracking Volunteers:** A clipboard with sign up sheet at meetings, Google sheet or form, CRM.
 - **Communicating:** Group text thread or WhatsApp group, Email BCC list, Facebook Group, full platform with mailing list.
- **Users:** Consider who will interact with the platform - your team, ambassadors, or the broader community. Make sure it's intuitive for everyone who needs to use it.
- **Integration:** Think about other tools you already use. Can this platform connect to them, or will it require extra work?

Do a Tech Check

Make sure that your tech delights your audience.

 **Pro-tip:** Test everything as if you're a first-time user who has never heard of your project. Go through your audience's experience on computer, tablet and phone. Start with email/social, click to website, sign up, and review any confirmations and the thank you's. Would your audience be delighted by the experience?

Note any fixes you need to make in the boxes on the right. Website, marketing, and donation processing should be reviewed and optimized for your project. All should be simple, intuitive, and welcoming.

Website Landing Page

Sign-up Process

Marketing, Outreach, Social Channels

Example & Inspiration: Hawaii Street

Takeover

On Giving Tuesday, Hawaii leaders partnered with the Bank of Hawaii + First Hawaiian Bank to [“takeover” two corners of the busiest streets](#) in downtown Honolulu. They created a fun, lively atmosphere so people would get curious and gather to learn more about the work that nonprofits do across the islands. Partners included a well-known local chef who provided free food, a contemporary dance organization, and more. The bank partners and the Foundation pulled funds together so that attendees would have the opportunity to give USD \$500 to their favorite charity by putting their business cards in a jar. Their local TV anchor pulled names and announced the winners live on the news throughout the day. In total, USD \$15,000 was awarded to charities in Hawaii.



Challenges and contests create energy and excitement. List challenge and contest ideas here:

Build Momentum

Develop a plan to build excitement for your project. Consider mail, email, social media, and traditional media. Create exciting, original content and communicate consistently through all of your outreach channels and to your ambassadors. Here's a list of elements to think about as you build out your marketing materials.

Resource Action	How is it Shared/Used?	Who is Responsible?	Deadline
Central logo & graphics	Provide a central folder (e.g., Google Drive) with all branded images and co-branded logos		
Shared story library	Collect 5-10 powerful local stories that all community members and participants can use		
Tracking/ reporting	How will you gather data on engagement? Think through the tools you have available and see which metrics you can measure		

Once you have your messaging and collateral, you'll have to get it out there. Your plan should be designed around goals and brand so that all elements of your outreach reinforce each other.

Marketing Channel/Action

	Activity Tactic	Timing	Owner/Lead
Social Media	Create a central project hashtag; Share partner stories	Starts 6 weeks out; peaks 1 week out	
Email/ Newsletter	Send updates to participant list	4-5 key sends leading up to the date	
Local Media	Issue a press release announcing the project; Secure interviews with the Mayor/Leaders in your community	Release 6 weeks out; Pitch interviews 2 weeks out	
Physical/ Local	Hang posters/banners at key locations Get local businesses to display QR codes with link to sign up	2-3 weeks out	

Measure Success



Remember that goal we created earlier? How will you measure it?

Jot down the different targets and tools you'll use to gauge your success.

Goal	Target Number	Measurement Tool
Example: Number of people helped by your project (output)	E.x. 1,000	Data collected by volunteers
Example: Did your audience use or apply new knowledge or skills (outcome)	E.x. 100	Post-event survey



Congratulations on completing the workbook! You have built a foundation for impactful solutions for your community.

We'd love to learn more about what you're planning and help with resources you may need to bring this to fruition.

Tell us what you're planning and share your Generosity Week activities on the [IAVE Global Action Map](#) and put your community on the map with others giving and volunteering worldwide.

You Did It!

Generosity Week FAQs

What is GivingTuesday?

[GivingTuesday](#) reimagines a world built upon shared humanity and generosity. Our global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life. Whether it's making someone smile, helping a neighbor or stranger, 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.

What is the International Association for Volunteer Effort (IAVE)?

[IAVE](#) believes volunteering has the power to build a fairer, more peaceful, and more compassionate world. As a global network connecting volunteers, organizations, and leaders across more than 110 countries, IAVE works year-round to recognize, support, and strengthen volunteering everywhere, so that more people can turn their time and skills into action for their communities.

Why is GivingTuesday partnering with IAVE?

GivingTuesday and IAVE share a fundamental belief that generosity inspires more generosity. With this year's GivingTuesday falling on December 1, and International Volunteer Day on December 5, GivingTuesday and IAVE are perfectly positioned to leverage these two global holidays of giving and volunteering to celebrate and inspire more generosity throughout the first week of December. It will also build on the United Nations' proclamation of 2026 as the International Year of Volunteers for Sustainable Development.

What is Generosity Week?

Generosity Week is a 5-day initiative to promote generosity and community action.

FAQs Continued

Who is this for?

Generosity Week is for anyone who wants to strengthen their community. You don't need to be part of an organization, have prior experience, or hold a formal leadership role. Individuals, nonprofits, grassroots groups, neighbors, and informal collectives are all welcome. Every form of volunteering counts here — formal or informal, organized or spontaneous, an hour or a year.

What does participation look like?

Participation can take many forms – hosting a small gathering, organizing a simple act of care, inviting neighbors to help one another, or amplifying how people are already contributing in your community. This playbook can help you decide what makes sense for you.

Is this a fundraising campaign?

Generosity Week is about generosity broadly: time, care, connection, kindness, and resources. You choose what contribution looks like.

How much time does this take?

That's entirely up to you. Some projects take an hour; others unfold over weeks. This playbook supports all efforts.

Do I need a team?

Not necessarily. You can participate solo or with a group. That said, many people find that involving even one or two others makes the experience more energizing and sustainable.

FAQs Continued

How do I sign up?

While there's no application process or official sign up process, sharing your project on the [IAVE Global Action Map](#) can amplify your project and help your community's volunteering get recognized. You can also sign up for our newsletter for the latest news, updates, tools, and information related to this global campaign.

What if my community is small or rural?

Generosity Week works in communities of all sizes and backgrounds. The focus is on connection, not scale. It's a great opportunity to celebrate your local cultures and traditions with others around the world!

What resources or budget do I need?

Many projects require little to no money. The playbook encourages you to start with the assets, relationships, and skills you already have.

Do I/does my community need to speak English?

No! All languages and communities are encouraged to participate. In addition to this playbook, GivingTuesday and IAVE's global network of country and regional leaders may develop tools in your language and for your specific context. [Reach out to our team to get connected!](#)

What if I don't want to create my own project? Can I join someone else's?

Feel free to reach out to our team and will help you get connected with a volunteer involving organization and/or country contact.

FAQs Continued

What happens after the first week of December?

Generosity Week can be a one-off action for you, or a launching point for broader community involvement and connection. There are many ways to build on your ideas and to connect with GivingTuesday or IAVE's growing community of leaders. You can sign up for our newsletter to receive regular updates or [email our team](#) to learn more about other programs (such as community campaigns, youth initiatives, year-round coalitions, fellowships, and other activities) you can get involved with.





No with any questions, ideas, or for connections to other organizers.

You can also share your Generosity Week activities on the IAVE **Global Action Map** and put your community on the map with others giving and volunteering worldwide.

Thank you!



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www.givingtuesday.org/global-generosity-week