

GENEROSITY WEEK

December 1-5, 2026

CORPORATE ENGAGEMENT TOOLKIT

GIVING
TUESDAY



Engage your team, customers, and community to give time, talent, and treasure.

Generosity Week is a five-day call to action — from GivingTuesday (December 1) to International Volunteer Day (December 5) — inviting companies, communities, and individuals to give time, talent, and treasure together.

DECEMBER 1

GivingTuesday

The world's largest generosity movement. Companies lead the way with donation drives, matching campaigns, and community giving events.

DECEMBER 2 - 4

Generosity Continued

Engage your team, customers, and partners in celebrating your company's culture and values—all while kicking off the holiday giving season.

DECEMBER 5

International Volunteer Day

A UN-recognized global day to celebrate and mobilize volunteers. Companies can organize team volunteer events, skills-based pro bono projects, and community service days.

2026 is the UN's International Year of Volunteers for Sustainable Development — making this the perfect moment for companies to engage their communities under one powerful banner and at a time when the world is coming together to give back.

THREE WAYS YOUR COMPANY CAN GIVE

Generosity Week is built around giving time, talent, and treasure — and companies are uniquely positioned to lead on all three.

TIME

Volunteer & Service

Organize a company-wide volunteer day or service week around GivingTuesday (Dec 1), International Volunteer Day (Dec 5) or during that entire week.

Reach out to your existing nonprofit partners (or use this opportunity to secure a new one!) and work with them on a community service project.

Offer paid volunteer time off during Generosity Week or use this time to announce a new company-wide VTO policy.

Run a giving challenge. Teams compete on volunteer hours, donor count, or acts of kindness.

Host a donation drive or other community event at your offices. Open your doors to the community to encourage giving and connection.

Support and celebrate employees who give. Match employee donations during Generosity Week and/or celebrate team members who actively give back.

TALENT

Skills & Expertise

Offer pro bono consulting or services for local nonprofits.

Host free community workshops for nonprofit employees and/or local students (marketing, finance, tech skills).

Launch a mentorship program for youth or job-seekers in your field.

Offer your space and/or host a community event. Invite customers to a volunteer day or donation drop-off.

Engage your partners, vendors, and clients in a project. Strengthen your relationships by working across your network on a pro bono project.

Encourage employees to give a career talk or volunteer at local schools and help inspire the next generation.

TREASURE

Donations & Product

Launch an office-wide fundraising campaign on GivingTuesday.

Support causes your team cares about. Offer a 1:1 (or 2:1) corporate matching donation from Dec 1–5.

Donate a % of sales during Generosity Week.

Donate product. Give your product or a discounted price to nonprofit partners.

Create a Generosity Week Service Challenge. Match the volunteer hours clocked by your team between Dec 1 and Dec 5 in funds to a local nonprofit.

Announce a new grant program. Announce a new round of funding or sponsorships for community organizations on GivingTuesday.

TRANSFORMING THE HOLIDAY GIVING SEASON

Generosity Week is built on the heels of three major business days:

- **Black Friday (November 27, 2026)**
- **Small Business Saturday (November 28, 2026)**
- **Cyber Monday (November 30, 2026)**

It offers a great opportunity for companies to continue to build brand awareness and extend their marketing efforts into the holiday giving season.

Ideas to connect your company's Black Friday/Cyber Monday sales initiatives to GivingTuesday and International Volunteer Day:

- **"Give back what you made."** Pledge a percentage of Black Friday or Cyber Monday revenue to a nonprofit partner — announce it before or during the sale so customers know their purchase is contributing to something greater and reveal the total donated amount on GivingTuesday (December 1).
- **Invite customers to round-up at checkout.** Add a Generosity Week round-up option during your Black Friday and Cyber Monday checkout flow.
- **Flip the narrative:** "You shopped with us on Black Friday. Now give with us during Generosity Week (December 1–5)." Email customers post-sale with a Generosity Week giving opportunity and ask them to join you in fundraising or volunteering that week.
- **Connect product-to-cause.** For every item sold over the Black Friday/Cyber Monday weekend, donate an equivalent item (toy, meal, supply kit) to a community partner during Generosity Week.
- **Plan your content calendar as one continuous story:** Black Friday posts can be about your product and value and lead to your Cyber Monday posts as reminders of a last chance deal, which can kick-off the holiday season with a generosity post on GivingTuesday reminders to give back through International Volunteer Day (Dec 5) and beyond.
- **Think about how you can differentiate your brand during Generosity Week.** While many businesses may stay focused on sales, consider how you stand out by talking about your values, your product, and your impact.



The infographic is set against a winter-themed background with snowflakes and evergreen trees. It features a large cardboard box with the Amazon logo and a smaller box with the Toys for Tots logo. The steps are numbered 1 through 3.

- 1. "Alexa, donate to Toys for Tots."**
- 2. Confirm purchase**
Alexa recommends a gift from the Toys for Tots Charity List and you confirm your purchase.
- 3. That's it**
Amazon handles the rest and ships directly to Toys for Tots.

The Toys for Tots logo is prominently displayed at the bottom left of the infographic.

amazon.com

Following its biggest shopping day ever, Amazon made it easier for consumers to give presents to children in need by simply saying, "Alexa, donate to Toys for Tots." Alexa then recommended a gift from Toys for Tots' curated list and after the order was confirmed, Amazon matched each donation toy for toy.

SAMPLE EMPLOYEE EMAIL / INTERNAL ANNOUNCEMENT

BEFORE YOU REACH OUT

Be specific: Name what you're organizing and make a clear ask. We encourage you to put your own logo, brand colors, and spin on it. Remember to **keep it simple and short**, and **offer flexibility** to maximize participation across your offices and teams.

Subject: Get ready for [COMPANY NAME]'s Generosity Week (Dec 1–5, 2026)

Hi [Name],

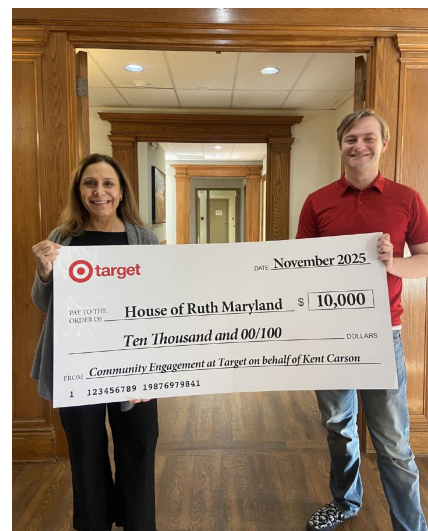
2026 marks International Year of Volunteers for Sustainable Development, a United Nations declared year of celebration and activism. We are thrilled to participate and run a special company-wide campaign during **Generosity Week** — a five-day event that connects GivingTuesday (December 1) and International Volunteer Day (December 5).

To celebrate, we're organizing [describe your activation] and would love you to be part of it.

Our goal is simple: we show up together and make generosity visible — right at the start of the holiday season.

More information will be shared shortly. In the meantime, if you have any ideas for how we can make the most of this special week, please reach out to [email].

Thank you,
[Your Name]



PLANNING CHECKLIST

10-12 WEEKS OUT (Sept)

- ✓ Decide on your Generosity Week activation(s)
- ✓ Set employee, customer, and donation goals
- ✓ Choose nonprofit partner(s) to support
- ✓ Assign internal team lead and roles

4-8 WEEKS OUT (Oct & Nov)

- ✓ Launch internal comms & manager briefing
- ✓ Build social + email calendar for Dec 1-5
- ✓ Set up donation matching or giving portal
- ✓ Confirm volunteer events & logistics

1-2 WEEKS OUT

- ✓ Share employee reminders & toolkits
- ✓ Post teaser content on social channels
- ✓ Finalize customer-facing campaigns
- ✓ Prepare day-of assets and talking points

DURING + AFTER

- ✓ Post daily updates and team photos
- ✓ Track volunteer hours, donations & impact
- ✓ Thank participants publicly and privately
- ✓ Share a post-week impact summary

GIVE THE EXTRA MILE.

When you donate your MileagePlus® miles on #GivingTuesday, United will match the donations, mile for mile, up to 10 million miles.

united.com/donate

UNITED
MileagePlus
Miles on a Mission

United Airlines matched customer donations of MileagePlus miles to the airline's featured Charity Miles partners up to 6 million miles. MileagePlus members who donated 1,000 miles or more to one of United's charity partners had their donation matched mile for mile up to 5 million miles by United Airlines.



Nearly 2,500 colleagues came together for **S&P Global's** StepForward Day. Throughout the day, colleagues in Paris, Hyderabad, New York, Mexico City, Islamabad, and Cape Town volunteered their skills with StepForward regional impact collaborators, helping advance real-world solutions that strengthen youth readiness and opportunity.



Share your company's volunteer and giving activities on the **Global Action Map** so your impact is recognized alongside companies and communities worldwide.

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**