

GENEROSITY WEEK

December 1-5, 2026

GOVERNMENT ENGAGEMENT TOOLKIT



A toolkit to engage local, regional, and national government officials to help lead generosity in their communities.

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. Government officials can create public spaces and campaigns to give and celebrate local generosity traditions.

DECEMBER 2 - 4

Generosity Continued

Throughout the week, government offices, officials, partners, and more can come together to inspire communities to give in ways that are meaningful and local to them.

DECEMBER 5

International Volunteer Day

A UN-recognized global day to celebrate and mobilize volunteers. Communities can organize service events, community projects, and other programs that bring people together to volunteer.

2026 is the UN's International Year of Volunteers for Sustainable Development — making this the perfect moment for communities and their officials to celebrate, practice, and inspire local giving traditions.

WHY GOVERNMENT OFFICIALS SHOULD LEAD

Public officials are uniquely positioned to mobilize entire communities around generosity. When leaders participate, citizens follow — and the ripple effect can transform a city, region, or nation.

01

Amplify the Message at Scale

A mayor, governor, or head of state has a platform to engage people at scale. Whether it's a social media post, official press release, community event, or proclamation, officials can make generosity visible and urgent.



02

Celebrate Local Culture & Traditions that Boost Civic Engagement

Generosity Week can be most powerful when it reflects local values. Government leaders can tailor the movement to their community's spirit — honoring existing giving traditions, holidays, and community achievements, or by launching new ones that promote civic engagement and participation.

03

Bring Constituents Together

Generosity can unite communities across political lines and promote civic action and participation. Generosity Week gives officials a nonpartisan platform to convene neighbors, businesses, and nonprofits around a shared cause or mission, such as a community project, fund, or service policy.

04

Launch New Initiatives & Investments

Dec 1–5 is a powerful launchpad for new giving programs, volunteer policies, public-private partnerships, or community investment announcements — timed to maximum public attention.

05

Promoting Civic Participation

Use Generosity Week to make giving a civic priority, not just a one-off action. Engage entire departments, activate government employees, and think about how you can use this week to sustain generosity beyond the holiday season.

CITY & LOCAL ENGAGEMENT: MAYORS IN ACTION

Mayors and city officials are the closest government leaders to their communities — and the most powerful activators of local generosity. Here's how cities around the world have led the way.



ISSUE A PROCLAMATION

Formally declare Generosity Week in your city. A signed proclamation signals civic support, generates press coverage, and invites organizations to rally under an official banner.

- Use our [Proclamation Template](#) and customize the language to reflect local values
- Ask officials to read the Proclamation at City Council or a community event during Generosity Week, or on a video message shared on social media
- Post on city website and social channels



ORGANIZE A SERVICE DAY OR CHALLENGE

Use the power of local government to organize a city-wide day of service. Coordinate departments, engage city employees, and partner with nonprofits to create visible, meaningful impact.

- Designate Dec 1 or Dec 5 as an official city service day
- Co-host a volunteer event with nonprofit partners
- Feature a different neighborhood or cause each day during Generosity Week
- Launch an internal service challenge for different departments to organize around local causes



DONATE PUBLIC SPACE

Open city parks, museums, or public squares for Generosity Week events. Donated public space lowers barriers for nonprofits to organize, and signals the government's support as an active community partner.

- Offer space to NGOs for volunteer events
- Transform city hall and local offices into hubs for community donation drives and service points
- Donate city digital marquees to promote Generosity Week
- Waive fees and facilitate permits for nonprofits

SPOTLIGHT: GUAM

Inspiring the Next Generation of Civic Leaders

On GivingTuesday, organizers in Guam engaged youth volunteers to visit different village and island officials during an island-wide tour of giving. Youth met with government leaders, including the governor, to sign an official proclamation and to connect their service activities to new policies and programs that support communities across Guam.



PROCLAMATION TOOLKIT

WHAT IS A PROCLAMATION?

A mayoral proclamation is an official declaration recognizing the importance of a day, cause, or community movement. Proclamations are typically read at city council meetings or community events, posted on the city website, and signed and presented to the requesting organization.

HOW TO REQUEST A PROCLAMATION

1

Contact the mayor's office

6–8 weeks before December 1. Ask for their proclamation request process.

2

Submit a draft

Use the template below. Customize with local traditions.

3

Follow up

Confirm receipt, ask for a read date, and request a photo opportunity.

4

Promote it

Share the signed proclamation on social media and with local press.

GENEROSITY WEEK PROCLAMATION TEMPLATE

WHEREAS, Generosity Week, observed December 1–5, 2026, is a five-day global call to action connecting GivingTuesday (December 1) and International Volunteer Day (December 5); and

WHEREAS, GivingTuesday was established as a global generosity movement to harness the power of individuals and organizations to unite and transform their communities and the world; and

WHEREAS, December 5 marks International Volunteer Day, a global day named by the United Nations to celebrate volunteers and inspire more people to show up for their neighbors and communities;

WHEREAS, 2026 marks the United Nations' International Year of Volunteers for Sustainable Development — a milestone moment to elevate service and volunteering as an expression of community care; and

WHEREAS, Generosity Week takes on special significance as communities worldwide participate in pivotal elections, making it vital for leaders and citizens to join together, fostering collaboration across all backgrounds, sectors, and political perspectives to address shared community challenges; and

WHEREAS, the **City/Country** of **[INSERT CITY/COUNTRY NAME]** recognizes the impact that generosity and civic engagement have on community resilience, harmony, and well-being, especially in times that call for unity and understanding; and

WHEREAS, Generosity Week is a moment to inspire service, foster collaboration, and remind us all that through shared purpose and generosity, we can make **[INSERT CITY/COUNTRY NAME]** a place where everyone has a role in creating positive change;

NOW, THEREFORE, I, **[OFFICIAL'S NAME]**, **[TITLE OF OFFICIAL]** of **[INSERT CITY/COUNTRY NAME]**, do hereby proclaim December 1–5, 2026, as Generosity Week in **[INSERT CITY/COUNTRY NAME]** and encourage all citizens and leaders to come together in the spirit of generosity, working collectively to support one another and strengthen our community.

IN WITNESS WHEREOF, I have set my hand and caused the Seal of the City to be affixed.

Name; _____ Date: _____



Tell us what you're planning! 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 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**