

GENEROSITY WEEK

December 1-5, 2026

MEDIA AS A PLATFORM TO INSPIRE

GIVING
TUESDAY

International
Association for
Volunteer
Effort



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. Media like yours has a critical role to play in inspiring people to engage.

DECEMBER 1

GivingTuesday

The world's largest generosity movement, offering a massive global platform for media organizations and creators to spotlight causes they care about.

DECEMBER 2 - 4

Generosity Continued

The start of the holiday season—a unique time of year for media to build culture and community around their brand and platform.

DECEMBER 5

International Volunteer Day

A UN-recognized global day to celebrate and mobilize volunteers. An opportunity to connect with subscribers and community members around service.

2026 is the UN's International Year of Volunteers for Sustainable Development — making this the perfect moment for media organizations to create and share their own narrative around the existing buzz and momentum.

A GENEROSITY AMPLIFIER

You have an incredible ability to reach communities every day and at scale. Generosity Week gives every outlet a framework for content that celebrates the good, the great, and the creative ways people can make a difference.

UNIQUE WAYS MEDIA CAN PARTICIPATE

- 1. Differentiate yourself and build positive exposure and experiences for your audience.**
Stand out from other channels and voices by dedicating your voice and platform towards doing good. A single segment, post, or episode can move thousands to give back. Dedicate a 2-minute “cause spotlight” segment to a local nonprofit each day Dec 1–5. Use your influence to inspire, share stories and values, and strengthen connections with your audience.
- 2. Generosity inspires generosity.**
Media can amplify and share stories that inspire generosity. Generosity Week gives you five days of powerful, community-driven editorial content they can use to not just report, but encourage community action. Record a special Generosity Week episode or segment with a local cause leader as your featured guest.
- 3. Kick-off the holiday news season with messages people will remember.**
December 1 is not just GivingTuesday, but the start of the holiday giving season. Use Generosity Week to frame your narrative around the causes, campaigns, initiatives, and traditions your community cares about.
- 4. Engage your colleagues.** Journalists know their communities better than most people; you know amazing leaders pouring their heart into leaving your community better than they find it. Host a newsroom challenge to find and highlight the best of your community this year.

SPOTLIGHT: MSNBC

Each year, **MSNBC** dedicates airtime to cover inspiring GivingTuesday campaigns and community champions. They engage hosts to share stories of inspiration and promote different causes and opportunities for people to give across their broadcast TV and online platforms.



INSPIRING IDEAS & EXAMPLES



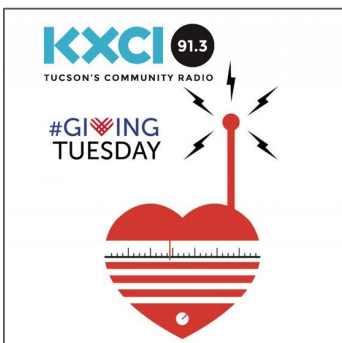
Report & amplify

Ask your team about the causes and charities they support and encourage them to go into the community and report on the giving and impact during Generosity Week. Use your platform to share stories and elevate different voices.



Spread the word

Ask your advertising partners or sales team to dedicate print, ad space, website banners, social media channels—any and all platforms where you can help raise awareness for Generosity Week and share how you and your organization are participating.



Broadcast to inspire

Go live with your team and community to not just share stories, but to give together in real time. This could involve a network or sponsored match, a volunteer event, a donation drive—activities that connect listeners and viewers with your team around the causes they care about.



Influence

Create new content around Generosity Week to share how you, your hosts, your team, and/or your friends are giving back. Get creative and think about new ways to engage your fans and followers around the theme of generosity.



Don't just share—show!

Work with your team, anchors, DJs, hosts, and more on collecting content before Generosity Week that shows them giving back in their community.

CONNECTING THE LOCAL TO THE GLOBAL

Generosity Week is a five-day opportunity to amplify local causes and philanthropic traditions—all when the world is tuning in to give. For local media, this is a fantastic opportunity to make sure your community's voice is heard and celebrated.

IDEAS TO SPOTLIGHT LOCAL CAUSES

- **Create a "5 Days, 5 Causes" series.** Feature a different local nonprofit each day Dec 1–5 across broadcast, digital, and social channels. Ask your audience members, staff, and/or wider community to vote or nominate the organizations to get featured.
- **Run a "live from the cause" segment.** Send a reporter to cover a local giving or volunteer event with live on-location coverage to show your audiences impact in action.
- **Use your platform to thank local community heroes and volunteers.** Dedicated airtime, pages, ads, social posts to thanking the people and organizations that help shape your community.
- **Submit a [#GivingNewsDay](#) editorial.** Publish content on the impact of local journalism in your community — uplift your own mission while uplifting others as part of the broader [#GivingNewsDay](#) movement.
- **Make International Volunteer Day (Dec 5) your volunteering story.** Close the week by turning your platform on the volunteers themselves. Profile a local volunteer, cover a service event live, or run a segment thanking the people whose time keeps your community running. Dec 5 is the world's day to celebrate volunteers, and local media is how their stories get told.

SPOTLIGHT: KUAM CARES (GUAM)

As one of Guam's most trusted voices — with reach across broadcast TV, radio, and digital — KUAM leverages the media attention and excitement of GivingTuesday to shine a spotlight on local organizations across the island.

SPOTLIGHT: VOLUNTEER NEW YORK! & THE JOURNAL NEWS

Westchester's local non-profit **Volunteer New York!** partners annually with **The Journal News** (lohud.com) on creating a special print spread—often a double-page feature—highlighting local business leaders and Community Champions who support local volunteerism.

The print and digital campaign run in tandem with the Giving Tuesday Community Champion Campaign, where local sponsors and champions are featured in the paper and online galleries.



ENGAGING YOUR TEAM AS GENEROSITY INFLUENCERS

Media organizations are not only uniquely positioned to distribute; they can empower and uplift causes and stories that matter to their team. This includes engaging hosts, producers, volunteers, security, and other staff members in sharing why and how they give, and giving them a platform to share and celebrate your team's collective values.



SPOTLIGHT: THE KELLY CLARKSON SHOW

Daytime TV Show host **Kelly Clarkson** dedicates segments of her show to feature different nonprofits and to surprise them with donations alongside corporate partners. She also teams up with network partners like the cast of **Sesame Street** to encourage others to join her in giving, and has invited her studio audience to join her and guest celebrities like **Kevin Bacon** to create "Build Kits" filled with essential items to help those in need. Kelly also promotes the organizations she personally supports on the show and on her social media.

IDEAS TO ENGAGE HOSTS & YOUR TEAM

- **Run on-air giving pledge.** Anchors, hosts, and DJs publicly commit to donate, match, or do an act of kindness on Dec 1 or Dec 5 — live on camera or from their mic — to model giving for their audience. Hosts can then ask audience members to contribute.
- **Organize a team volunteer day.** Get all members of your staff together to volunteer with a local nonprofit. This could include going out into the community and/or inviting the NGO to run a drive or giving event in your studio.
- **Create a "Why we give" content series.** Share behind-the-scenes content (photos, videos, etc) of team members talking about the causes they personally care about. Use your platform to share their stories.
- **Ask your anchors, hosts, or editors, to share a personal giving story.** Build personal connections with viewers and readers by asking the faces and voices of your organization to share why and how they give on air or in print with your audiences.

BEING A PLATFORM FOR CHANGE

Generosity Week is a great opportunity to leverage the power of your creative teams to create content that inspires. Here are some quick ideas to integrate Generosity Week into your editorial plans:

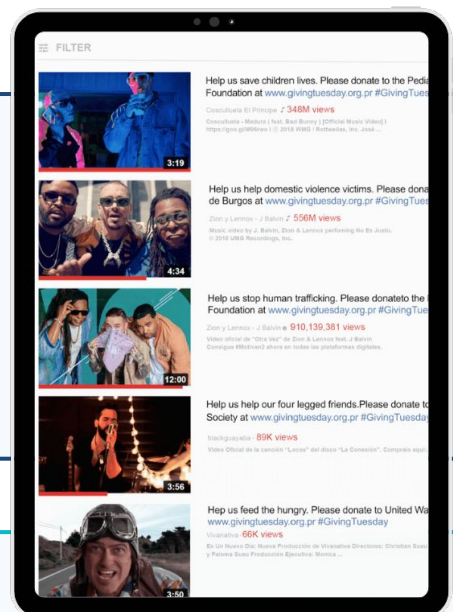
GETTING CREATIVE THIS GENEROSITY WEEK

● **Run special Generosity Week segments.** A recurring branded segment each day Dec 1–5 can inspire audiences and shine the spotlight on local causes and community champions.

● **Engage sponsors in a matching campaign.** Partner with an advertiser to either donate ad time to nonprofits or provide a match during Generosity Week. You can also ask them to change their ad content to talk about the causes they support, helping them contribute to your broader Generosity Week narrative.

● **Branded on-air promos.** Create Generosity Week bumpers and cross-channel promos on all platforms. Ask your community to contribute design ideas.

● **Co-create content with other influencers, creative agencies, and community partners.** Team up with local nonprofits or media organizations to co-create content you can distribute across your platform.

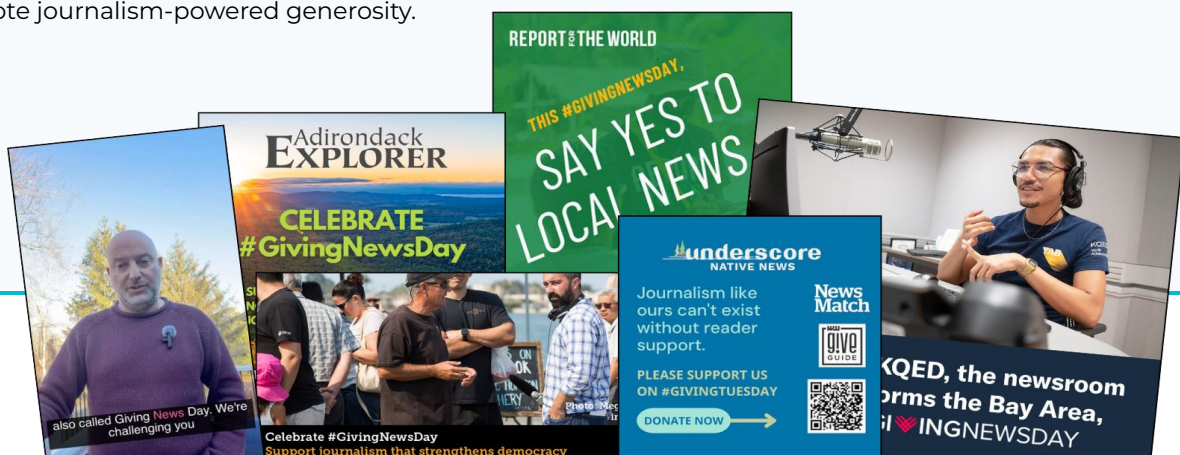


SPOTLIGHT: OGILVY “GIVING SONGS” CAMPAIGN

When **Ogilvy** discovered that 27 of the top 100 most-viewed videos on **YouTube** were by Puerto Rican artists, they created an award-winning campaign that turned social causes into top YouTube hits. The team recruited top musicians to change the titles of their YouTube music videos to the names of local nonprofit organizations and causes they care about. When fans clicked on their favorite songs, the video descriptions and links described the causes and directed them to a landing page with multiple ways to give.

SPOTLIGHT: #GIVINGNEWSDAY

#GivingNewsDay is a GivingTuesday initiative created by **NewsMatch** to help newsrooms across the USA raise funds while running editorial content that uplifts journalism's community impact. Over 200+ newsrooms participate, turning GivingTuesday into both a revenue event and a storytelling moment about why local journalism matters. It's a great example of how media organizations can work together to raise awareness and promote journalism-powered generosity.



PLANNING CHECKLIST

6–8 WEEKS OUT (Oct)

- ✓ Choose your Generosity Week focus (editorial, PSA, event, fundraiser)
- ✓ Select nonprofit partners or internal causes to champion
- ✓ Brief hosts, anchors, and on-air talent on their role
- ✓ Align with sales team on advertiser and sponsor activations

4–6 WEEKS OUT (Nov)

- ✓ Develop a content calendar across all platforms for Dec 1–5. Ask your team for content ideas!
- ✓ Record advance segments, podcast episodes, or video content
- ✓ Set up donation links or nonprofit partner pages (if appropriate)
- ✓ Launch internal campaigns and get your team excited to participate

1–2 WEEKS OUT

- ✓ Send reminders with event details - build momentum and get people excited!
- ✓ Send audience reminders with your Generosity Week content schedule
- ✓ Confirm volunteer roles and logistics
- ✓ Brief technical teams on any live pledge drive or donation logistics

DURING + AFTER

- ✓ Publish daily cause spotlights and giving content Dec 1–5
- ✓ Report impact numbers publicly on Dec 1 for GivingTuesday and/or Dec 5 (International Volunteer Day)
- ✓ Thank partners, causes, and audiences publicly across all platforms
- ✓ Consider leveraging Generosity Week as the kick-off to your holiday campaign



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**