



International
Association for
Volunteer
Effort

GIVING
TUESDAY

GENEROSITY WEEK

TIPS AND TOOLS FOR CHANGEMAKERS AND CURIOUS LEADERS WHO WANT TO SPARK
CHANGE IN THEIR COMMUNITIES.

Generosity Week: December 1-5, 2026

Network Activation Toolkit

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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 all kinds of giving and volunteering all around the world.

By participating in Generosity Week, you can activate your community and tap into the energy of individuals across your network to participate in a collective generosity campaign.

Introduction

About This Playbook

This playbook is for organizations looking to activate their network between GivingTuesday (December 1, 2026) and International Volunteer Day (December 5, 2026), and/or during the holiday giving season. 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?

Use the tips, tools, and ideas throughout this playbook to inspire and mobilize your community. You can share the ideas on the following pages and invite them to co-create a meaningful campaign that celebrates your collective impact during a week when the world is coming out to give and serve.

Plan Your Service Project

Steps to planning your service project:

Assemble Your Team

Invite your colleagues, members, and partners along. More people means more ideas, more energy, and more fun!

Rally Your Network

Ask family, teachers, local groups, or businesses to support you. They can donate, volunteer, and help spread the word.

Pick a Cause

Choose an issue that excites you and feels meaningful. What problem do you see in your school or community that you'd like to help solve?

Spread the Word

Tell everyone what you're doing and ask them to tell a friend! Share your content on social media, talk to friends, and use the hashtag #GenerosityWeek.

Plan Your Activities

Clearly articulate how you'll take action. This could be hosting a drive, raising money, or running a social media campaign.

Activate & Celebrate

When ready, bring your plan to life! Make sure to share updates, thank those who participated, and keep the momentum going.

Projects That Inspire

These are wonderful examples of campaigns organized by individuals and organizations, who inspired others to join them in giving back.



Kindness Bookmark

Youth leader E-Train visited classrooms and shared bookmark templates for kids to decorate with kind messages. Participants could then gift the bookmarks to someone as a simple act of generosity.



Trees for Goals

Footballer Lesein combined his love for sport with his passion for the planet by launching an initiative where every goal his team scores means planting 11 trees! One for each player on the field.



Brickyard USA

Brickyard USA activated its national network of chapters to bring local volunteers together across multiple cities to participate in community service projects.



Generosity Corners

Students like Esther worked with schools to set up “generosity corners,” where students could drop off donated items or leave kind notes. Everything collected was then shared with a local school in need.



Repair the World

Repair the World mobilized its community of volunteers to organize service events on the same day in multiple cities around the world. They created a global moment to celebrate generosity and connect across their network!

Examples in Action



Projects That Inspire

Last GivingTuesday, Rotary International launched a service project challenge to encourage youth Rotaract clubs and members to do even more good in the world.

The top three service projects were honored with special feature stories on both Rotary and GivingTuesday platforms, along with dedicated thank you messages and other exciting incentives that showcased the strength of Rotary's global network in action. Service projects were judged based on: 1) Community Impact; 2) Rotary in Action; 3) Leadership; 4) Sustainability and Growth; and 5) Inspiring Innovation. 10 Clubs worldwide launched projects as part of the challenge, and activated their own networks of changemakers as part of the broader campaign.



More Ideas

These are quick, simple, and effective ways to spark generosity.

Write cards to give to people in the hospital

Pick up trash on the streets

Cook a meal or baked good and give it away

Offer to babysit for a neighbor for free

Talk about causes you care about on social media

Play an instrument for nursing home residents

Grow vegetables and donate them

Partner with a local bakery to give away unsold bread

Write uplifting messages on the sidewalk in chalk

Help serve food at a soup kitchen

Make bagged lunches to give to people who are unhoused

Give three genuine compliments

Make bird feeders from recycled bottles

Teach a free class on something you know

Donate books to a little free library or a school

Volunteer at an animal shelter

Tutor a student who needs help

Write thank you messages to first responders

Read to a classroom of younger students

Organize a donation drive

Assemble Your Team

Think about who in your network could help you organize a project. Consider staff, members, volunteers, partner groups, or any communities your organization is part of. Write down your ideas below:

Potential Team Members:

Pick Your Cause

With your team, decide on a cause you care about. Use the following questions to guide you:

- **What issues do you see in your community?**
- **What group or population do you want to support? What do you want to see changed in your community?**

Your Cause:

Your Why:

**Who
Benefits?:**

Reflections & Notes:

Plan Your Activities

Your activity is the heart of your campaign, and it should connect directly to the cause you care about. Here are some guiding questions to help you plan:

What impact do you want to make?

Do you want to raise money, collect items, boost awareness, or build community?

What skills or resources do you already have?

Is your team good at organizing events, communications, content development or mobilizing people online?

What's realistic for you to accomplish?

Think about your time and resources then choose something doable but still challenging for you.

What would be the most fun?

Think about what will make people want to engage and support what you're doing.

Rally Your Network

Who are you going to involve? Friends, family, teachers, local businesses, clubs, and organizations can all play a role in making your project stronger. Think about who can support your project, who you are serving, who can promote your project, etc. **The more people you involve, the more impact you'll create!**

Who

Who are you going to involve?

What

What role are they going to play?
Volunteer? Sponsor? Recipient?

Spread the Word

Think about how to share your plans and invite others to get involved. The more people who know about your project, the more support you'll receive and impact you'll have. Share your project on the [IAVE Global Action Map](#) so your work gets counted alongside volunteers and changemakers all over the world. It's a simple way to get your community seen and to be part of the global celebration of volunteering during IVY 2026.

Key questions to consider:

- **What are you going to call your project?**
- **What do you want people to know about the project?** Can you include a personal story to inspire people?
- **How can people participate?**
- **How will you promote your campaign?** Consider using a mix of tactics like social media, local news, and blogs.

Activate & Celebrate

This is when your project comes to life! Activate your plan by running your activities, engaging participants, and keeping everything on track. Remind everyone that they're joining millions around the world in this global celebration of generosity. When it's done, celebrate everyone who helped—including yourself—and share the impact you made to inspire others.

What impact do you want to make?

Do you want to raise money, collect items, boost awareness, or build community?

Who is in charge of capturing photos and videos of the day?

How Will You Measure Success?

(e.g. number of participants, items collected, funds raised, etc.)

Goal

Actual

How will you thank the people who support you?

How will you share results and inspire others?



Thank you!



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Reach out to our team 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.

December 1 - 5, 2026

www.givingtuesday.org/global-generosity-week