



Your Guide to #GivingTuesday

*Tips and tools for young changemakers
and curious leaders who want to **spark
change** in their communities.*

GIVINGTUESDAY
SPARK

What is GivingTuesday?

*GivingTuesday was created in 2012 as a simple idea: **a day that encourages people to do good.***

GivingTuesday is all about making the world a more generous place. It's a year-round movement taking place all over the world. **Everyone is welcome to join in.**

GivingTuesday, the day, is our annual celebration of giving, where people everywhere come together to do good in their communities. On Dec. 1, we want to see the world light up with generosity. **No rules and no limits, just you doing good in any way you can!**

GIVINGTUESDAY
SPARK



GIVINGTUESDAY *SPARK*

Led by and for young people, **GivingTuesday Spark** is all about **lifting the voices of young people** and spreading the culture of generosity in communities all over the world.

GivingTuesday Spark bolsters local, youth leadership to take action on causes they care about most.

On and beyond GivingTuesday, **young people around the globe lead** volunteer projects, display random acts of kindness, and give back generously.

[GIVINGTUESDAY.ORG](https://givingtuesday.org)



Join #GivingTuesday

Steps to participate in the open-to-all movement.

Assemble Your Team: Invite a few friends, classmates, or family members along. More people means more ideas, more energy, and more fun!



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?



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



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



Spread the Word: Tell everyone what you're doing and ask them to tell a friend! Share your content on social, talk to friends, and tag @GivingTuesdaySpark.



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



[GIVINGTUESDAY.ORG/PARTICIPATE](https://givingtuesday.org/participate)

Forms of Generosity

The opportunities are endless! Get creative and give your...

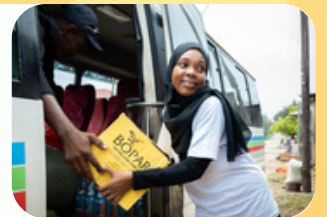
Time: Give time by volunteering, supporting a cause, or simply being there for someone who needs you.



Talent: Share your skills and strengths! This could be teaching, mentoring, performing, or using your creativity and knowledge to benefit others.



Treasure: Share what you can! Whether it's money, clothes, books, food, or other items you're able to share—they could really help someone in need.



Testimony: Using your voice is a powerful way to inspire others. Share your story to raise awareness about an issue and encourage others to speak up.



Ties: Leverage your connections. Bring in people who can help others and invite your friends to give back, by introducing them to a cause to your community.



How will you give back?

[GIVINGTUESDAY.ORG/PARTICIPATE](https://givingtuesday.org/participate)

Projects that Inspire

These are wonderful examples of generosity in motion.

Kindness Bookmark: E-Train visits classrooms and shares bookmark templates for kids to decorate with kind messages. Participants can then gift the bookmarks to someone as a simple act of generosity.



Trees for Goals: Lesein combined his love for football 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.



Bottles of Hope: Gavin teams up with friends to fill jars with encouraging notes and affirmations, which they then share with a skilled nursing facility to bring joy and comfort to the elders who receive them.



How will you inspire others?

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Projects that Inspire

These are wonderful examples of generosity in motion.

Generosity Corner: Esther partners with schools to set up “generosity corners,” where students can drop off donated items or leave kind notes. Everything collected is then shared with a local school in need.



Kindness Clips: Lucy and her friends write uplifting messages on clothespins and clip them around their community. Each pin can then be passed along, spreading kindness from one person to the next.



Blessing Bags: Jahkil brings communities together for packing parties. Here, they assemble bags filled with essentials like toothbrushes and toothpaste to support people experiencing homelessness.



How will you inspire others?

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Need 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

Let's get to work!

Use these worksheets to plan your GivingTuesday project.

Step 1 Assemble Your Team

Think about who in your network could help you organize a project. Consider friends, service groups, clubs, or any communities you're part of. Write down your ideas below:

Step 2 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?

Step 3 **Plan Your Activities**

Your activity is the heart of your #GivingTuesday 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?

Are you good at organizing events, making art, creating videos, or rallying 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.

Step 4 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!**

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Step 5 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.

Consider creating a unique name or hashtag for your project to make it memorable and shareable, like "Trees for Goals" or "#KindnessClips." You can also use official GivingTuesday logos and graphics from givingtuesday.org/logos to show you're part of the global movement.

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.

Step 6 Activate + Celebrate

This is when your #GivingTuesday 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 needs to happen on the day?

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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 supported you?

How will you share results and inspire others?



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We can't wait to
see what you do on
#GivingTuesday!

**Join the global
movement on Dec. 1**

givingtuesday.org/spark

Ready for more?

Email spark@givingtuesday.org
to learn about ways to get more
involved with Spark!