

GENEROSITY WEEK

December 1-5, 2026

FOUNDATION ENGAGEMENT TOOLKIT



Generosity Week is an invitation for people to come together and give what they can – as volunteers or donors – toward the communities and causes they care about. Starting on GivingTuesday (December 1) and running through International Volunteer Day (December 5) our networks and partners are organizing events around the world and across sectors.

We hope you will join us!
In 2025, more than 40 million people contributed millions of volunteer hours and more than \$4 billion on GivingTuesday.

Private, corporate, and community foundations took part and helped prove what our research has clearly demonstrated: public calls to collective action increase civic engagement both in the moment and over time.

With challenging times for organizations everywhere, a collective call to action is timely and important. It starts with an invitation to do something good, together: to give back toward the causes we care about, to embody the values at the heart of philanthropy and civil society, and to deepen relationships with our communities by welcoming new volunteers and donors.

As institutions founded upon the idea that giving back is important, foundations have an important role to play. The following are some ways foundations have partnered in the past, and a basic planning sheet to get you started. We hope you and your teams will join us in generosity this December.

WAYS YOUR FOUNDATION CAN ENGAGE

Generosity Week offers foundations multiple ways to activate staff, support grantees, and encourage giving and volunteering in their communities.

1

Host a giving circle

(A) Organizational

Invite staff to talk about their favorite grantee. What does the grantee do? What is it about that grantee that makes them stand out as an organization and partner?

- 1) Ask staff to vote on which grantee (or grantees) they liked the most and offer one-off unrestricted grants to selected organizations.
- 2) Invite staff to contribute personally to the organizations they found motivational. Offer to match staff donations.

Helpful links:

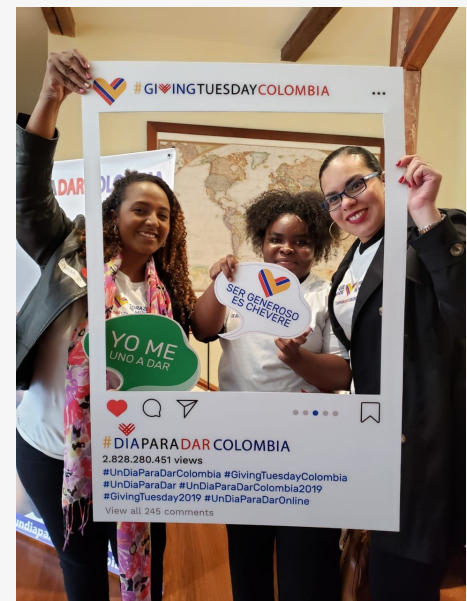
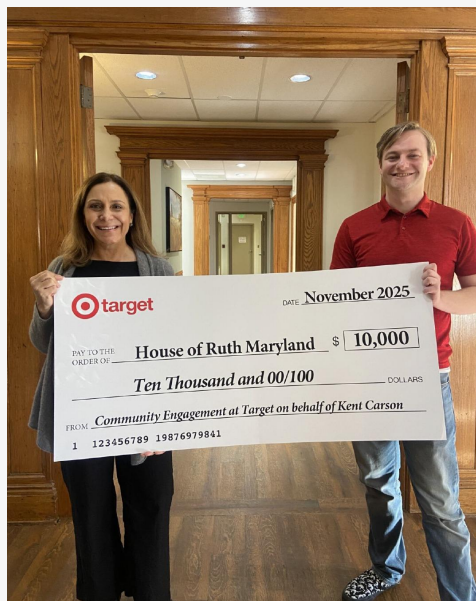
- <https://www.givingtuesday.org/blog/giving-circle/>
- <https://www.givingtuesday.org/blog/learn-giving-circles/>

(B) Personal

Invite your team to talk about the causes they support in their personal lives. Who do they volunteer with or donate to? What is it that makes those organizations so meaningful to the staff and community?

Or invite staff to share an inspiring initiative or leader from their community, and listen in on a lunch session with an outside voice on what giving looks like locally.

- Invite staff to contribute personally to the organizations they found motivational.
- Consider a small grant from the foundation to selected organizations staff contribute to as a match or grant.



2**Volunteer with your colleagues**

Ask staff for suggestions about local organizations they would like to spend a day volunteering with and/or organize an event with organizations in your community. Get out and volunteer.

3**Match employee donations:**

Offer to match employee donations to organizations of their choosing.

<https://www.givingtuesday.org/how-to-organize-a-match-for-givingtuesday/>

4**Encourage your grantees to engage:**

Hundreds of thousands of organizations around the world use GivingTuesday as a call to action. For organizations already invested in mobilizing resources from individuals, it is an annual reminder to donors; acquisition day; and opportunity to try new campaigns. For those just starting out, it is an easy way to begin mobilizing donors and volunteers as part of the world's day of giving.

<https://www.givingtuesday.org/participate/?2025> offers step-by-step guidance on designing successful campaigns, leveraging AI, and much more.

At minimum, share Generosity Week with your grantees, encourage them to design their own campaigns, grow, or start building a base of individual supporters.

Want to Supercharge your grantees Sustainability? Consider launching a matching program to incentivize your grantee's engagement. Matching campaigns work - motivating both grantees and those they are reaching out to.

Any or all of the above are ways in which you, your colleagues, and your institution can reconnect with and embrace the generosity within and around us. Which one you choose to do doesn't matter as much as simply doing something, and doing it together.

We hope you will join us, give what you can, and encourage others to do the same.

COMMUNITY & PLACE-FOCUSED FOUNDATIONS



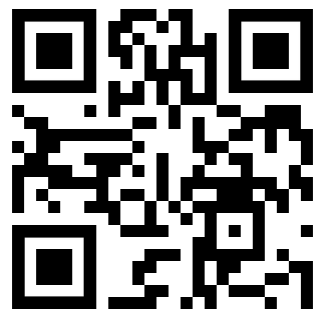
Community campaigns offer another way to invite local people to give back together.

In more than 700 communities around the world, a group of volunteers or a local organization has organized a cause-agnostic, community-wide invitation for local people to give back however they can. These campaigns occur in a wide variety of ways - from sharing lists of local organizations supported by a foundation with a call to give; to local giving and volunteering days; to civil society festivals and events with schools. Regardless of how they are designed, they call on people to engage and do so together, publicly, in support of the causes they care about.

Community Campaigns emerged organically in our movement 10 years ago. Thanks to our Data Commons team, we know that communities with Community Campaigns have **2.2x the number of donors and volunteers, and give 3.5x as much money** as those who do not have such annual, community-wide calls to action. Uplifting our cultures of generosity and inviting people to give back publicly creates awareness about, reinforces, and reinvigorates our civic cultures.

[Click here \(https://acesse.one/8d603lx\)](https://acesse.one/8d603lx) to explore the Community Foundation's Guide to Community Campaigns that was developed by some of the several hundred community foundations running such campaigns around the world.

Explore the Community Foundation's Guide to Community Campaigns.



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 [Organization Name]'s Generosity Week (Dec 1–5, 2026)

Hi [Name],

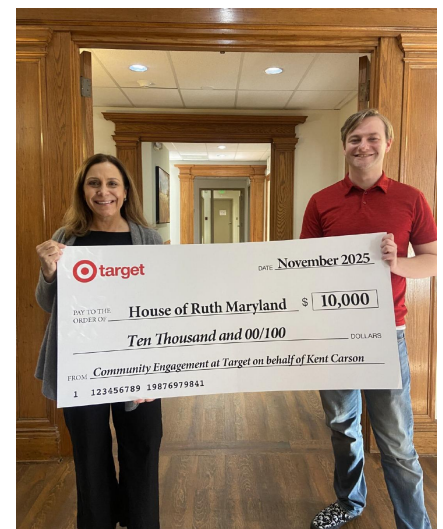
2026 marks International Year of Volunteers for Sustainable Development, a United Nations declared year of celebration and activism. We are thrilled to participate and run a special organization-wide campaign during **Generosity Week** — a five-day event that connects GivingTuesday (December 1) and International 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 some basic goals
- ✓ Depending on activation, 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





Share your organization'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**