GENEROSITY WEEK

December 1-5, 2026

SCHOOL FUNDRAISING TOOLKIT



Engage your community while raising funds for your school this Generosity Week.

Generosity Week is a five-day call to action — from GivingTuesday (December 1) to International Volunteer Day (December 5) — inviting entire communities to give time, talent, and treasure together.

DECEMBER 1

GivingTuesday

The world's largest generosity movement. This is a great opportunity to activate your community as fundraisers for your school programs.

DECEMBER 2 - 4

Generosity Continued

Engage your wider school community in activities that practice your school's values and student life.

DECEMBER 5

International Volunteer Day

A day to engage volunteers — including students and parents — and to connect their service projects to your fundraising campaign.

2026 is the UN's International Year of Volunteers for Sustainable Development — making this the perfect moment for companies to engage their communities under one powerful banner and at a time when the world is coming together to give back.

FUNDRAISING IDEAS

Generosity Week gives every school a moment to fundraise critical resources for educational programs, all while modeling generosity for the next generation.

Ideas to fundraise with your community:

- **Promote a match or challenge.** Secure a donor or invite parents to donate to a funding pool that matches the amount of funds raised on GivingTuesday.
- **Celebrate a milestone or anniversary.** Connect your fundraiser to a moment, value, or characteristic that's unique to your school. Mark an anniversary. Activate your mascot. Think about what makes your school special, and build a fundraising campaign that reflects that history and shared school spirit.
- **Launch a capital campaign**. GivingTuesday is a great day to lay the foundation for a bigger capital campaign.
- **Fundraise for a specific program or school initiative**, such as a sports team, new lab supplies, more library books, etc. Be specific to show what people's donations support.
- **Invite the community to your school by organizing a school festival, talent show, or bake sale**. Celebrate your school at the center of your community. Invite families into your doors and show them why they should support you..
- **Involve parents**. Ask your PTA to help organize your fundraiser and be ambassadors for your fundraising campaign.
- **Engage alumni**. Tap into your alumni network to give back to their alma mater and to ask their friends and family to support your school.
- **Go big with your peers!** Reach out to your school district or other schools in your area to collaborate on a community-wide fundraiser. This could involve a collective ask to give to a shared fund, or a cross-school challenge where schools compete to raise the most during Generosity Week.

Connect to other Generosity Week initiatives:

- **Center your fundraising ask around matching student generosity initiatives.** Ask donors to help match the number of goods donated, volunteer hours or service projects led, Boxes of Hope gifted, and more. Connect your financial campaign to the impact your students are having.
- **Engage students as your ambassadors.** This could include sending home homework that invites families to talk about philanthropy or recruiting Campus Ambassadors to wear school colors and raise awareness for your campaign.



INSPIRING EXAMPLES



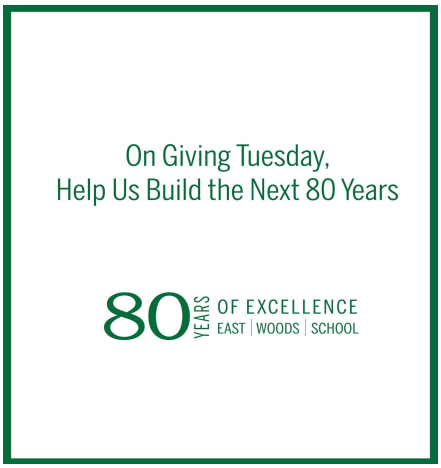
Engage Alumni

#WhenAlumniGive uses storytelling to create awareness of the importance of alumni giving. By sharing their stories, alumni who give back to their schools will be motivated to continue with their noble initiative and inspire other alumni to give to their former schools.



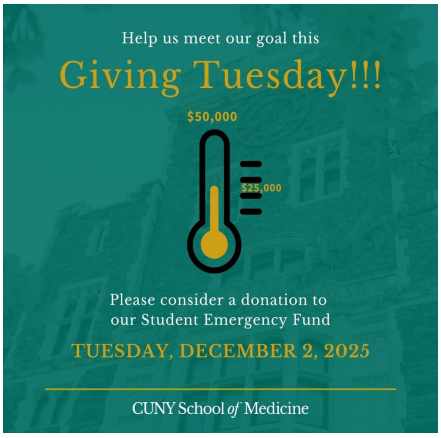
Build on School Spirit

Originally launched on GivingTuesday, Giving BlueDay is the University of Michigan's annual 24-hour day of giving, raising millions for school programs. Multiple schools have adopted this model to transform GivingTuesday into their own school giving day.



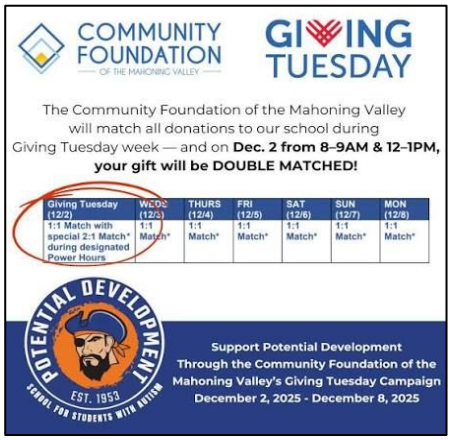
Connect to an Anniversary or Milestone

The East Woods School used their 80th Anniversary to fundraise and excite their school community about the next 80 years of their campus life.



Promote a Specific Fund or Program

CUNY's School of Medicine ran a targeted campaign with a specific goal to support the Student Emergency Fund. Through graphics and outreach to their alumni community, they educated donors about the fund and raised critical support for their students.



Partner with Local Organizations: Potential Development x Community Foundation

The week of GivingTuesday, the Community Foundation of the Mahoning Valley matched all donations made to a local school.



Launch a Multi-Day Campaign

The Fenn School's PTA launched a "42 Days of Fenn" which ran through GivingTuesday and used the energy of the giving seasons to get 100% of parents "in the game" of giving to the school.

Share your company'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!

International Association for Volunteer Effort

GIVING TUESDAY