

#GI♥INGTUESDAY™

TOOLKIT



2017 COMMUNICATIONS TOOLKIT

#GIINGTUESDAY™

THANKS FOR JOINING #GIVINGTUESDAY!

WE ARE SO GLAD TO HAVE YOU INVOLVED.

On **Tuesday, November 28, 2017**, charities, families, businesses, community centers and students around the world will come together for one common purpose: to celebrate and encourage giving.

Anyone, anywhere can get involved in #GivingTuesday and give back in a way that is meaningful to them. From fundraising to volunteering to pro bono service, #GivingTuesday is a great way to engage your community and to become part of a larger worldwide movement that promotes generosity.

You are the most important part of making this movement a reality. We have put together this toolkit to provide you with all the resources you need to get started, including:

- #GivingTuesday mega messages
- Ideas for getting involved
- Social media tips
- Campaign timeline
- Press release template
- Ideas and examples
- Mayoral proclamation toolkit
- #GivingTuesday team contact information

MEGA MESSAGES

Here are some suggestions for messaging #GivingTuesday to your community. Feel free to incorporate any or all of this language into your communications.

#GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. Millions of people have come together to support and champion the causes they believe in and the communities in which they live.

We have two days for getting deals – Black Friday and Cyber Monday. On #GivingTuesday, we have a day for giving back. Together, people are creating a new ritual for our annual calendar. #GivingTuesday is the opening day of the giving season: a reminder of the “reason for the season.”

Every act of generosity counts, and each means even more when we give together. #GivingTuesday includes people of all ethnicities, religions and backgrounds. Together, millions of people demonstrate our common capacity to give.

#GivingTuesday is a celebration of America’s greatest traditions: generosity, entrepreneurialism, community. Everyone has something to give. You can give time or expertise, monetary donations large or small, simple acts of kindness, food or clothing.

IDEAS TO GET INVOLVED

Below are some examples of ways your organization can activate on #GivingTuesday. Remember to check our [website](#) for the latest ideas, trends and tips to launch your #GivingTuesday initiative!

Raise Funds

- Donate or organize a fundraiser for a nonprofit. Experiment with creative approaches to expand your donor base and to raise more for charities around the world.
- Launch a campaign on #GivingTuesday to increase donations through the end of the year.
- Partner with a donor or sponsor to host a matching grant challenge for #GivingTuesday. This could be a 24-hour challenge leading up to #GivingTuesday, or it could launch on #GivingTuesday and run through December 31.

#GIVINGTUESDAY™

2017 COMMUNICATIONS TOOLKIT

Volunteer

- Volunteer for a charity or organize a larger team volunteer event with your friends, staff and neighbors.
- Donate pro bono hours to help charities in need of your skills.
- Organize a donation drive for people to donate goods, clothing and other items to those in need.

Collaborate

- Partner with local organizations to give a donation (money, goods or services) to nonprofits.
- Ask organizations to work together to build a local #GivingTuesday movement. In 2016, over 80 cities and states led their own #GivingTuesday movements to benefit local nonprofits.
- Create a #GivingTuesday product to sell during the holiday season and donate proceeds to a partnering charity on #GivingTuesday.
- Get your local government officials to proclaim November 28, 2017 #GivingTuesday in your city or town. Make this a big press moment and bring the community together to celebrate generosity.

Get Social

- Activate your social media constituency (or open a new social media account) to talk about giving.
- Celebrate community heroes and service leaders on social media and with your local press.
- Email your community to educate them about #GivingTuesday and invite them to give.
- Share photos from past campaigns or volunteer events to teach your followers about how you serve the community. Remember to use the hashtag #GivingTuesday!
- Create a #GivingTuesday video with your family, community or staff. Share on YouTube, Facebook, and social media using the hashtag #GivingTuesday.
- Brand your personal and organizational social media accounts with #GivingTuesday graphics and be an ambassador for the movement.
- Partner with organizations or sponsors to do a social media fundraising campaign, where a certain amount is donated per re-tweet, like, or post.

Give More

#GivingTuesday is so much more than one day in November. Pledge to do more the following year.

For instance, you can give a certain amount every month to a charity, pledge to volunteer every month or launch a payroll giving program to continue to give back.

SOCIAL MEDIA TIPS

Social media is key to making sure that the #GivingTuesday message grows and reaches new audiences. It's also one of the best ways to celebrate giving and to share your organization's story, mission and values.

Remember to use the hashtag #GivingTuesday on social media when talking about your campaign.

We want to hear your story and for your followers and network to join the conversation. You can also tag us @GivingTues, find us on [Facebook](#), [Instagram](#), [LinkedIn](#) or Snapchat (find us at givingtuesday) and we will retweet or share your messages.

Please refer to our **Social Media Toolkit** for more tips and ideas for social media. Some sample messages include:

- Twitter: "Help kick off the giving season & make a difference this 11/28 by joining #GivingTuesday @GivingTues"
- Facebook: "Join the worldwide #GivingTuesday movement and help redefine the giving spirit this holiday season! Visit www.givingtuesday.org to learn how you can make a difference."
- Instagram: Join me and post an #UNselfie, or a photo of yourself giving back, or create a short video about why you give. Remember to use the hashtag #GivingTuesday and visit www.givingtuesday.org to learn more.
- LinkedIn: Post a blog sharing how you serve the community.

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2017 COMMUNICATIONS TOOLKIT

2017 CAMPAIGN TIMELINE

So you've signed up for #GivingTuesday. You've downloaded the toolkit and logos, but where do you start? This timeline will help you plan for #GivingTuesday!

July-August

- **Ready, set, plan!** Have a staff meeting and select the team that will work on your #GivingTuesday campaign. Assign roles and start floating ideas for how your organization can get involved. If you need inspiration, check out our ideas and case studies to see what other organizations have done in the past.
- **Collaborate.** More and more organizations are working together to have a greater impact on #GivingTuesday. Talk to your current partners or reach out to organizations who work in your city or on a similar cause and see if together, you can do more.
- **Set a goal.** Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- **Join a webinar.** The #GivingTuesday team and our many partners are sharing ideas and tips through webinars over the summer. Visit www.givingtuesday.org/events to register for the next webinar and hear what other organizations are planning.
- **Find a match.** We've seen a lot of success around matching campaigns. Start early and reach out to an organization to see if they would like to work with you on a matching campaign for #GivingTuesday.

September

- **Announce.** Share your plan and goal in a press release or with a staff or community launch party, and start spreading the word about your plans for #GivingTuesday on social media.
- **Share your story.** Write a blog post about your campaign and share it on the #GivingTuesday website.
- **Send a save the date.** Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has November 28th marked on their calendar.
- **Have fun on social.** Some organizations create their own #GivingTuesday hashtag to talk about their campaign (#GivingZooDay, #GivingShoesDay, #GivingTuesdayJHU). Others customize our logo and graphics to match their brand colors. We love this creativity and September is the perfect time to start using these materials to spread the word about your campaign.
- **Talk to your mayor and local officials about proclaiming November 28 #GivingTuesday.** Use our Mayoral Proclamation Toolkit to get started.

October

- **Build a drumbeat.** Start scheduling regular (2-3 times a week or more) social media messages to talk about your campaign.
- **See if your city is planning a civic campaign.** In 2016, over 80 cities and states came together to create their own local #GivingTuesday movements. Check out [our map](#) of the USA to see if there is a movement in your neighborhood. If so, reach out and see how you can get involved.

- **Pitch your local press.** Use our Sample Press Release to share your campaign plans with your local media. We see a lot of coverage for #GivingTuesday — now is the perfect time to reach out and see how you can promote your story.
- **The week of October 30, send a “1 Month to Go” email, newsletter and social media messages** to make sure your board, staff, and community knows that we are in the final countdown for #GivingTuesday!
- **If you are planning an in-person event or celebration on November 28, send out invitations!**
- **Finalize your evaluation strategy.** Tracking activity and evaluating your campaign is a great way to learn more about how your organization engages its community. Find a team member to oversee this evaluation and use the resources on the #GivingTuesday website to determine how you will track, measure and share the results from your campaign.

November

- **Go big on social media!** There’s less than a month to go — tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #GivingTuesday in your messages so we can retweet and share your plans.
- **Continue pitching the press.** Share your story to get your team and community excited.
- **November 28 — #GivingTuesday!**
- **November 29 —** Send out thank you messages and start collecting and sharing results.

December

- **Report results from your campaign.** Email the #GivingTuesday team at info@givingtuesday.org with any interesting findings or announcements we can share.
- **Say thank you to your staff, donors, volunteers, partners, faculty and community.**
- **Continue to use the momentum from #GivingTuesday to boost your end-of-year or holiday campaign.**

SAMPLE PRESS RELEASE

Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

[INSERT ORGANIZATION NAME] Joins the Global #GivingTuesday Movement Pledges to [INSERT CAMPAIGN DETAILS]

[INSERT LOCATION] [INSERT DATELINE] – [INSERT ORGANIZATION NAME] has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. **INSERT ACTUAL PROJECT/DONATION PLATFORM HERE.** Occurring this year on November 28, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the US) and the widely recognized shopping events Black Friday and Cyber Monday to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

**[MORE DETAILED INFORMATION ON WHY YOUR ORGANIZATION JOINED #GIVINGTUESDAY
AND DETAILS OF YOUR #GIVINGTUESDAY INITIATIVE INCLUDING GOALS, PARTNERS AND PAST
#GIVINGTUESDAY SUCCESS, IF APPLICABLE]**

[INSERT QUOTE FROM PARTNER ORG. SPOKESPERSON]

92Y – a cultural center in New York City that, since 1874, has been bringing people together around its core values of community service and giving back – conceptualized #GivingTuesday as a new way of linking individuals and causes to strengthen communities and encourage giving. In 2016, the fifth year of #GivingTuesday, millions of people in 98 countries came together to give back and support the causes they believe in. Over \$177 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

“We have been incredibly inspired by the generosity in time, efforts and ideas that have brought our concept for a worldwide movement into reality,” said Henry Timms, founder of #GivingTuesday and executive director of 92Y. “As we embark on our sixth year of #GivingTuesday, we are encouraged by the early response from partners eager to continue making an impact in this global conversation.”

Those who are interested in joining [INSERT ORGANIZATION NAME]’s #GivingTuesday initiative can visit **[INSERT SPECIFIC #GIVINGTUESDAY LANDING PAGE ADDRESS IF AVAILABLE]**. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on social media.

About [INSERT ORGANIZATION NAME]

[INSERT ORGANIZATION BOILER PLATE]

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2017 COMMUNICATIONS TOOLKIT

About #GivingTuesday

#GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday falls on November 28. #GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues

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2017 COMMUNICATIONS TOOLKIT

FREQUENTLY ASKED QUESTIONS

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FREQUENTLY ASKED QUESTIONS

WHEN IS #GIVINGTUESDAY?

#GivingTuesday is held annually the Tuesday after Thanksgiving, this year on November 28, 2017.

HOW CAN #GIVINGTUESDAY BENEFIT MY ORGANIZATION?

#GivingTuesday can build on the strength of a global movement to increase exposure and build support for your organization's philanthropic activities, especially during the holiday giving season. The #GivingTuesday team will provide a variety of plug-and-play materials created by industry experts that can help you use social media and innovative marketing to draw attention, support, and funds to your cause.

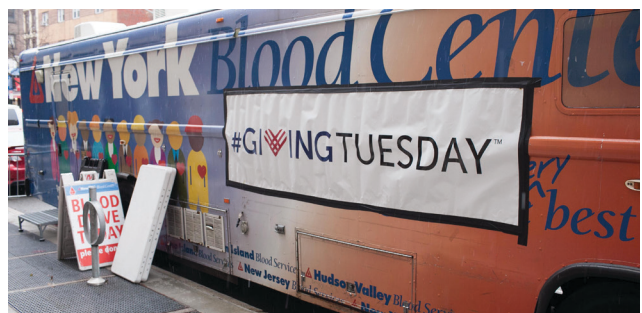
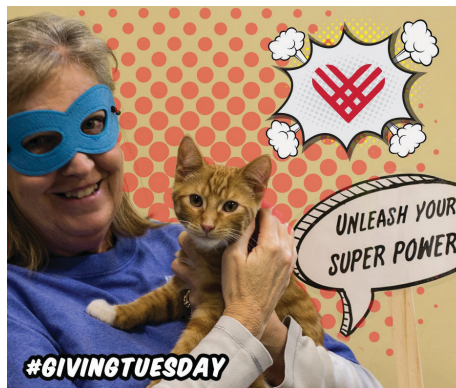
Your organization will have the opportunity to join hundreds of thousands of organizations around the world to enhance the philanthropic sector as a whole; just as the retail world has benefitted from coordinating national shopping days across many brands and platforms, #GivingTuesday will do the same for giving.

WHO CAN PARTICIPATE?

Everyone! #GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organizations, small businesses and corporations.

WHAT CAN MY ORGANIZATION DO TO BE INVOLVED IN #GIVINGTUESDAY?

Interested in participating? It's easy! We ask that partners use #GivingTuesday as an opportunity to celebrate and incentivize giving (e.g. donations, volunteerism, advocacy, acts of kindness) in their communities. Check out the ideas & examples section of this toolkit or download our case study guide for some inspiration.



ARE THERE ANY COSTS TO PARTICIPATE IN #GIVINGTUESDAY?

No! #GivingTuesday is a free and open movement to encourage giving. All of our resources are available for free through our website.

CAN ORGANIZATIONS GET DONATIONS THROUGH THE #GIVINGTUESDAY WEBSITE?

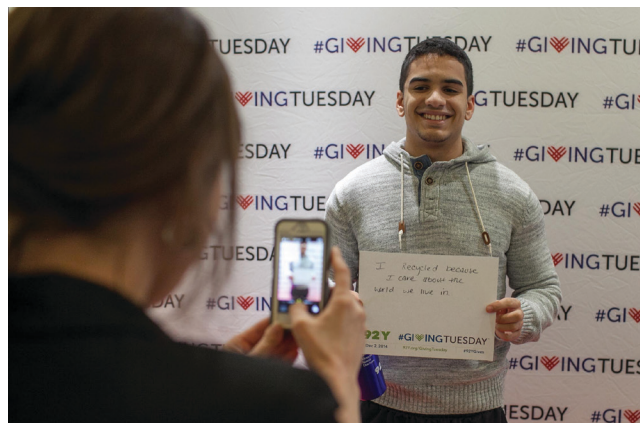
No. #GivingTuesday is a movement. We are not an organization and do not accept or distribute donations. All donations need to be made through partner websites. Official partners are responsible for their own fundraising initiatives.

CAN MY ORGANIZATION USE THE #GIVINGTUESDAY LOGO?

Yes! You are welcome to use our logo to help promote your #GivingTuesday campaign. You can download logos from: www.givingtuesday.org/logos.

HOW CAN I HELP SPREAD THE WORD ON SOCIAL MEDIA?

- Talk about giving using the hashtag #GivingTuesday
- Like us on Facebook — facebook.com/GivingTuesday
- Follow us on Twitter @GivingTues and use the #GivingTuesday hashtag
- Follow us on Snapchat — givingtuesday
- Instagram — givingtuesday
- Share our social media channels in your organizational and personal social networks
- Announce your participation in #GivingTuesday to your networks and email lists
- Use the #UNselfie hashtag to talk about how you are giving and why



IDEAS & EXAMPLES

#GIVINGTUESDAY™

IDEAS FOR NONPROFITS

- **Get creative!** Many nonprofits are rebranding #GivingTuesday for their organizations. From #GivingShoesDay to #GivingZooDay, give a twist to our name and logos to promote your brand and mission.
- Did you know many donors work at companies that double the donations made by employees? Encourage your donors to submit **matching gift requests**.
- **Use social media to launch a new fundraising or awareness campaign.** Use the #GivingTuesday hashtag early and often on Twitter. Your constituents should know that you are part of this movement.
- **Integrate #GivingTuesday into your end-of-year campaign.** Use this day to experiment and try a new strategy to close those end of year gifts.
- We've seen a lot of success with **matching grants**. Ask a board member or sponsor to put up a matching gift. You can use this to incentivize new or larger donations or to kick off your end-of-year campaign.
- Consider trying **mobile or online giving**. #GivingTuesday is a great day to engage your online community and transform followers and fans into donors.
- Organize a **volunteer project** for your organization. Invite donors, employees and your neighbors to get together to celebrate giving by creating a day of service.
- **Share your story!** Reach out to press outlets in your community and spread the word by sharing your story with us at info@givingtuesday.org. Feel free to use our sample press release to pitch your story.
- **Obtain skilled volunteers.** Nonprofits can access professional expertise in HR, technology, strategic planning and marketing through skilled volunteering. Learn more from the [Taproot Foundation](#).

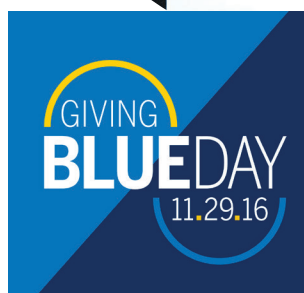
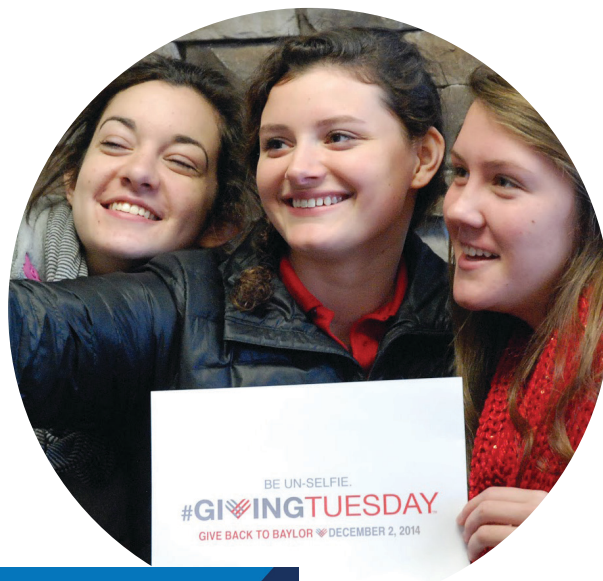


IDEAS FOR SCHOOLS

GET YOUR CAMPUS INVOLVED IN #GIVINGTUESDAY!

Here are some tips for getting students, teachers, teams and clubs to lead #GivingTuesday initiatives for their schools:

- **Launch a school-wide giving day.** On #GivingTuesday, the University of Michigan launched #GivingBlueDay as the university's first online giving campaign. In 2016 the day raised more than \$5.5 million for the school and helped build excitement amongst students and alumni.
- **Utilize social media** in the lead up to and on #GivingTuesday to highlight your cause – encourage fellow students to take action that day to support something they care about.
- **Appoint #GivingTuesday student ambassadors** at the beginning of the semester to help bring together existing groups to promote #GivingTuesday on campus.
- **Host an on-campus volunteer fair** on #GivingTuesday for student groups and potential non-profit employers.
- **Announce a new fundraising initiative** – for example, Northwood University used #GivingTuesday to announce their capital campaign.
- **Organize a blood drive, clothing or book drive, or another giving activity on your campus.**
- **Engage parents and alumni** – Arizona State University had great success by securing a matching grant from a proud mom.
- **Engage professors and start a discussion about philanthropy and volunteerism**, and what students would like to see more of on campus relating to giving.



- **Present an award to a student leader on #GivingTuesday.**
- **Contact your department dean and ask about pro bono projects for students.**

IDEAS FOR RELIGIOUS ORGANIZATIONS

#GivingTuesday is a great opportunity to engage constituents with the service work you do during the holidays and throughout the year.

- **Create a toolkit** to share with your organization's branches to spread the word about your mission and to fundraise for service projects. Remember to share what you are doing on social media using hashtag #GivingTuesday!
- **Organize a community-wide event** on #GivingTuesday to unite your constituents and engage them in giving or volunteering.
- #GivingTuesday is a great time to **launch an interfaith initiative**. Plan an event with another house of worship in your community and learn how a different faith approaches giving during the holiday season.
- **Create a holiday gift wish-list** for your parishioners and constituents to purchase gifts for others in need.
- Get the head of your church or organization to **dedicate a sermon to giving** the week of #GivingTuesday.
- **Secure a matching grant** and ask constituents to double the impact of their gift by supporting your organization's service work.
- **Host a donation or goods drive** to collect goods to donate to those in need.
- **Use #GivingTuesday to kick off a longer holiday celebration** that teaches your community about service opportunities and how they can give in December.
- **Organize a community event** at your center for worship to talk about philanthropy and the importance of helping others.



IDEAS FOR COMMUNITIES

GET YOUR TOWN OR CITY INVOLVED IN #GIVINGTUESDAY! There are many ideas and resources to get your city involved. Please contact us to talk about how we can help you organize a local #GivingTuesday movement.

- Baltimore's #BMoreGivesMore took #GivingTuesday to a whole new level in 2013. Now, over 80 cities, states and counties have organized local #GivingTuesday movements. Check out the movement around the country on our USA page or read the giving day e-book for tips and strategies to launch a giving day in your community.
- Build a committee or coalition of nonprofits, small businesses, and other community leaders to organize a **#GivingTuesday movement in your neighborhood**.
- **Start a hashtag** – join #GivingTuesdayPHL (Philadelphia), #GivingTuesdayBucks (Bucks County, PA), #GivingTuesdayHI (Hawaii), #ILGive and others to build buzz locally.
- Get your mayor to **proclaim November 28, 2017 #GivingTuesday**. Use our Mayoral Proclamation Toolkit to get your local officials on board.
- **Partner with small businesses** to host local events that celebrate giving and local charities.
- **Organize a community clean up day** – get local volunteers together and work on community beautification projects in your neighborhood.
- **Email us** – we know there is a lot of planning and organizing that goes into building a movement. Let us know how we can help!



IDEAS FOR FAMILIES

It's never too early to talk to your kids about philanthropy. Here are some ideas for how you can get your family involved in #GivingTuesday:

- **Ask your children to select a toy or gift to donate** to children in need.
- **Volunteer with your teens** in the local community.
- **Use the [Family Dinner Project](#) toolkit** to talk to your kids about giving back at family dinner. Work together to brainstorm ideas for how your family can help others.
- **Hold a neighborhood yard or bake sale** and donate proceeds to an organization of your choice on #GivingTuesday.
- **Help your kids collect spare change** or donate part of their allowance to a charity fund each week. Work with them on researching causes and charities and select a nonprofit to donate the funds to at the end of the month.
- **Ask your kids what they are thankful for** and encourage them to say thank you by doing something kind for others.
- **Make a family challenge to have each family member do at least one act of kindness per day.** Help with your siblings' chores. Open the door for a neighbor. Do one small act a day to make a difference.



A large, stylized graphic in the background consisting of two hands, one on the left and one on the right, reaching towards each other to hold a heart shape. The hands and heart are rendered in a lighter shade of red than the background, creating a subtle watermark effect.

MAYORAL PROCLAMATION TOOLKIT

#GIVINGTUESDAY™

HOW TO REQUEST A MAYORAL PROCLAMATION FOR #GIVINGTUESDAY

#GivingTuesday inspires personal philanthropy and encourages bigger, better and smarter charitable giving during the holiday season.

This toolkit provides you with all the resources you may need to have your Mayor proclaim November 28, 2017, as #GivingTuesday, a “Day of Giving”, in your city.

WHAT IS A MAYORAL PROCLAMATION?

Proclamations are typically issued by a mayor to recognize the importance of a community event, significant achievements by community members, or to signal a city’s role in significant national events.

Proclamations may be read at a City Council meeting, or at a community event being recognized, depending entirely on the schedule of the Mayor. Proclamations are often posted on the city’s website. Original signed proclamations will be provided to the requesting party (sometimes they must be received in person at city offices).

WHY REQUEST A MAYORAL PROCLAMATION IN YOUR CITY?

- Opportunity to meet/greet/photo with your Mayor and/or other city representation
- Become a #GivingTuesday Ambassador for your city and help establish #GivingTuesday as a national day of giving
- Help your city celebrate philanthropy, volunteerism and community service
- Get your city government more involved in local causes

WHAT #GIVINGTUESDAY WILL OFFER YOUR CITY:

- The chance for citizens to give back to their community and local causes
- Build and strengthen partnerships across sectors
- Tell your city’s giving stories to new audiences and bring attention to philanthropic commitments during the holiday season

IN THIS TOOLKIT, YOU WILL FIND:

- Steps to request a Mayoral Proclamation
- Sample outreach email
- Sample Mayoral Proclamation for #GivingTuesday
- #GivingTuesday Fact Sheet
- Sample Press Release



STEPS TO REQUEST A PROCLAMATION

1. Visit your local government's website.

Some city and state websites will have a section on "How to request a Mayoral Proclamation." Some will even have an online mayoral proclamation request section on their website. If they do not have an online request section, send an email request to your mayor. Most mayors will have their contact information, including their email address, on the City's official web page.

You can use the sample outreach email in this toolkit.



2. Plan ahead

Proclamations requested at least two months in advance have the best chance of being completed and provided to the requestor by a specific date. Make sure to reach out well in advance of #GivingTuesday.

3. Provide a draft

If the response is positive from your Mayor's office, they may request you to send a draft of a sample proclamation.

We've included a sample draft proclamation in this packet for you to edit and send.

4. Celebrate your city

Your local government office may invite you to attend a meeting to accept the proclamation on behalf of #GivingTuesday. This is a great press opportunity and way to bring your community together to celebrate generosity. Plan a community event and invite other #GivingTuesday partners and local members of the press to take part as well.

5. Share your proclamation

Share your press release, photos, videos and other moments from receiving your proclamation with the global #GivingTuesday community by posting on social media using the hashtag #GivingTuesday.

The #GivingTuesday team can also promote your civic leadership on our social media if you email us your photos, announcements and copy of your proclamation at info@givingtuesday.org.

SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach to your Mayor and local officials for #GivingTuesday. Feel free to copy, paste or adjust as you see fit for your organization as you communicate about your involvement with #GivingTuesday.

Subject: #GIVINGTUESDAY: WHEN [INSERT NAME OF CITY] GIVES AS GOOD AS IT GETS

Dear _____,

This year, on Tuesday, November 28, 2017, we are part of a call to action that will change the calendar and help make history. We are celebrating a day dedicated to giving – when charities, families, businesses, community centers, students, retailers and more will all come together for #GivingTuesday – a movement to celebrate giving and encourage more, better and smarter giving during the holiday season that we are proud to be part of.

Local mayors around the country have supported the movement in their area. Mayors from Chicago, Philadelphia, Los Angeles, New York and many other smaller cities and towns formally endorsed #GivingTuesday. The White House has also publically supported #GivingTuesday, with an official statement in previous years.

In 2016, the fifth year of #GivingTuesday, millions of people in 98 countries came together to give back and support the causes they believe in. Over \$177 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

As a #GivingTuesday partner from the City of _____, we would like to respectfully request that the City of _____ officially proclaim November 28, 2017 as #GivingTuesday. The City of _____ can really help to make #GivingTuesday something that will change the way we think about philanthropy and community service for generations to come.

The campaign provides a framework and ideas for people to choose their own best way to contribute to their communities and will provide the citizens of _____ with an opportunity to share their giving story.

For additional information, please visit the website at www.givingtuesday.org.

It would truly be an honor to have the City of _____ formally proclaim #GivingTuesday as a day of giving. Thank you for considering our request.

[NAME]

[ORGANIZATION NAME]

SAMPLE #GIVINGTUESDAY PROCLAMATION

WHEREAS, Giving Tuesday was established as a national day of giving on the Tuesday following Thanksgiving; and

WHEREAS, Giving Tuesday is a celebration of philanthropy and volunteerism where people give whatever they are able to give; and

WHEREAS, Giving Tuesday is a day where citizens work together to share commitments, rally for favorite causes, build a stronger community, and think about other people; and

WHEREAS, it is fitting and proper on Giving Tuesday and on every day to recognize the tremendous impact of philanthropy, volunteerism, and community service in the City of [CITY NAME]; and

WHEREAS, Giving Tuesday is an opportunity to encourage citizens to serve others throughout this holiday season and during other times of the year.

NOW, THEREFORE, I, [MAYOR'S NAME], Mayor of the City of [CITY NAME], do hereby proclaim November 28, 2017 as

Giving Tuesday

in the City of [CITY NAME], and encourage all citizens to join together to give back to the community in any way that is personally meaningful.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of [CITY NAME], [STATE], to be affixed this 28th day of November 2017.

[NAME]
MAYOR

SAMPLE PRESS RELEASE

Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

[INSERT CITY'S NAME] Proclaims November 28, 2017 #GivingTuesday

[INSERT CITY'S NAME] Day of Giving

[INSERT LOCATION] [INSERT DATELINE] – [INSERT CITY'S NAME] has proclaimed November 28, 2017 #GivingTuesday - [INSERT CITY'S NAME] Day of Giving. #GivingTuesday is a global day of giving that harnesses the collective power of a unique blend of partners—charities, families, businesses, and individuals—to encourage philanthropy and to celebrate generosity worldwide. #GivingTuesday is held annually on the Tuesday after Thanksgiving, this year, November 28, 2017, to kick off the holiday giving season and to inspire people to take collaborative action to improve their local communities and to give back in better, smarter ways to the charities and causes they support.

Millions of people in over 98 countries have participated in the movement.

[INSERT QUOTE FROM CITY SPOKESPERSON]

[INSERT WHY PARTNER JOINED #GIVINGTUESDAY AND DETAILS OF PARTNER
#GIVINGTUESDAY INITIATIVE]

[INSERT QUOTE FROM PARTNER ORG. SPOKESPERSON]

Seeing an opportunity to channel the generous spirit of the holiday season and to inspire action around charitable giving, a group of friends and partners, led by the 92nd Street Y (92Y), came together to find ways to promote and celebrate the great American tradition of giving. Thought leaders in philanthropy, social media, and grassroots organizations joined with 92Y to explore what is working in modern philanthropy and how to expand these innovations throughout the philanthropic sector.

“It’s been a privilege to work with remarkable leaders all over the country building a movement around #GivingTuesday,” said Henry Timms, 92Y’s Executive Director and founder of #GivingTuesday. “This initiative has truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.”

Those who are interested in joining [INSERT ORGANIZATION NAME]’s #GivingTuesday initiative can visit [INSERT SPECIFIC #GIVINGTUESDAY LANDING PAGE ADDRESS IF AVAILABLE]. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on social media.

About [INSERT ORGANIZATION NAME]
[INSERT ORGANIZATION BOILER PLATE]

About #GivingTuesday

#GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday will be held on November 28, 2017. #GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues

#GIVINGTUESDAY™

To learn more contact **Info@GivingTuesday.org**.

Follow us on Twitter **@GivingTues** and on
Facebook at **www.facebook.com/GivingTuesday**.