

GIVING TUESDAY

The World's Largest Generosity Movement




Social Media Toolkit

November 29, 2022



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Who is this toolkit for?

This is a resource and guide for anyone who wants to help amplify their GivingTuesday movement using social media channels. It's for charities, schools, community organizations and individuals who want to spread the GivingTuesday movement and benefit their community.

We're all in this together. Let's share Canada's generosity with the world!

What is GivingTuesday?

GivingTuesday is the world's largest generosity movement. It was created in 2012 as a simple idea: a day that encourages people to do good: make someone smile, help a neighbour or stranger, show up for an issue you care about, or give some of what you have to those in need. Over the past nine years it has since grown into a global movement, unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday is a time when Canadians, charities, and businesses come together to celebrate giving and participate in activities that support charities and non-profits; to thank, help, give, show kindness, and share what they have with those in need.

Every act of generosity counts. Everybody has something to give.



Is GivingTuesday successful?

"Around the world, #GivingTuesday is a grassroots movement that illustrates the impact we can have when we all pull together. The investments we make—in both time and funding—can help solve the urgent problems of today and will make the next generation stronger."

- President Barack Obama

Last year, millions of Canadians came together (from a distance) across the country. Within each community, acts of kindness and giving showcased our resiliency and generosity of spirit! Here are a few highlights:

GIVINGTUESDAY

Nov 30th, 2021 Highlights



Together we inspire generosity



80 countries around the world celebrated GivingTuesday



40+ Canadian community movements and millions of people participated



1.2 Billion media impressions in Canada



43 million raised online in Canada (in 24 hours across all reporting platforms)



51 puppies and dogs rescued, Collingwood



464 Scouts participated in acts of kindness across Canada



CN Tower and Niagara Falls lit up in #GivingTuesdayCa colours



600 pounds of food donated to help the needy, Sault Ste. Marie



800 ducks sponsored for wetland conservation #GiveADuck



30,600 COVID test kits assembled by volunteers, Nova Scotia



3,000 stockings stuffed with gift items for kids and seniors, Waterloo



24 turkeys donated for families in need, Edmonton



23 needy kids sponsored for summer camp, Montreal



18,600 personal giving pledges on CanadaHelps.org



7 new prosthetic hands for amputees in need, Victoria



22 organizations participated in the first #GivingBlack campaign



Save the date
Nov 29th, 2022



Getting Involved is Easy!

1

Connect with GivingTuesday Canada online!

Twitter: twitter.com/givingtuesdayca

Facebook: facebook.com/givingtuesdaycanada

YouTube: youtube.com/user/givingtuesdayca

Instagram: <http://instagram.com/givingtuesdayca>

TikTok: www.tiktok.com/@givingtuesdayca

2

Share your story and post #UNselfies on Twitter, Facebook and Instagram using the hashtag #GivingTuesdayCa

3

Browse charities to support and /or tools to help you get involved on givingtuesday.ca

SAVE THE DATE
November 29th, 2022



GI♥INGTUESDAY



Get Your Social Channels Ready

What You Should Be Doing Right Now

- **Brand your accounts with GivingTuesday graphics** and be an ambassador for the movement. Download our [logo files here](#) and find the Canva templates [here](#).
- **Announce that you're participating in GivingTuesday** and build anticipation with a countdown to November 29!
- **Use the hashtag #GivingTuesdayCa** – the buzz amplifies your reach by expanding your normal audience + encouraging new supporters to get involved with your organization! (Please use "camel caps" in your hashtag for accessibility!)
- **Post more often, not less!** Your community WANTS to hear from you! Go back and look at your top-performing content to draw inspiration. Post content that shows your work in action, how your community has been affected by COVID-19, and share stories that give people hope or make people laugh.
- **Make sure your social pages show your organization in its best light.** You're going to have lots of new people looking at your profile pages - can they easily discover your impact within the first few seconds of scrolling? Make sure you're posting often over the next few weeks about your organization and its impact.
- **Launch a group.** Now's a great time to launch a virtual group to build your community - people are craving a sense of togetherness.
- **Start planning for how you'll show up virtually on Nov 29.** Produce a few Facebook or Instagram live streams for GivingTuesday and show off your mission!
- **Don't hesitate to experiment.** Try something that's out of your comfort zone. Start experimenting with SMS, Facebook Messenger, TikTok.

TOOLS

Canva Graphics



Canva is an easy (and free) way to create new graphics assets for your social media channels and #GivingTuesdayCa campaigns.

We've saved you some time by creating graphic templates you can update and brand with your own colours and images to make them your own. [Browse our Canva folder](#) and get started now!

[Click here to learn about the Canva for Nonprofits program.](#) Eligible organizations can access Canva Pro for free.



Twitter



Use these sample Tweets to get your followers involved and help spread the word for GivingTuesday:

- Are you part of #GivingTuesdayCa? It's a global day of generosity for everyone! Learn how to get involved at www.givingtuesday.ca
- #GivingTuesdayCa is a day for everyone, everywhere, to GIVE! Everybody has something to give and every act of generosity counts. www.givingtuesday.ca
- Save the date! GivingTuesday is November 29th. How will you get involved? #GivingTuesdayCa www.givingtuesday.ca
- Have you joined the global giving movement? Sign up & get FREE tools + tips at www.givingtuesday.ca #GivingTuesdayCa
- Let's show the world how generous #Canada is on November 29th! #GivingTuesdayCa www.givingtuesday.ca

TOOLS

Facebook & LinkedIn



Use these sample Facebook & LinkedIn posts to get your followers involved and help spread the word for GivingTuesday:

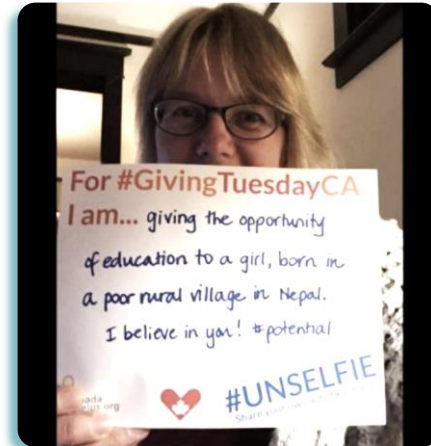
- Calling all Canadians: Join the global [#GivingTuesday](https://www.givingtuesday.ca) movement November 29th and show the world how generous we are! www.givingtuesday.ca
- Did you know this year is the 10th anniversary of the global GivingTuesday movement? Get ideas and tips on how you can be a part of GivingTuesday at www.givingtuesday.ca
- GivingTuesday is a global movement that showcases the impact we can have when we all work together in the name of social good. This November 29th let's show the world how generous Canada is! Find out more about how you can get involved at www.givingtuesday.ca
- Need some ideas for how you can engage students, colleagues, family or friends in a charitable act this holiday season? GivingTuesday is the perfect movement to rally around to support your favourite causes. Find out more about how you can participate at www.givingtuesday.ca

TIP: Don't forget to attach a photo to your posts, or to update your cover photos with some great GivingTuesday images you can find [here](#).



#UNselfies

The #UNselfie, or the selfless selfie, is a powerful way to show how and why you are giving while raising awareness for the causes that are important to you!



1

Take a "selfie" with a caption (or have it on a card in the picture) explaining how or why you are "giving" this year.

2

Always use the hashtags #UNselfie and #GivingTuesdayCa

3

Post it to Instagram, Facebook and/or Twitter and share with friends!

Check out the [#UNselfie Toolkit](#) for more tips, tools, and templates.



We're here to help

Connect with us and join the #GivingTuesday conversation

Email: info@givingtuesday.ca

Website: www.givingtuesday.ca

TikTok: [@givingtuesdayca](https://www.tiktok.com/@givingtuesdayca)

Instagram: [@givingtuesdayca](https://www.instagram.com/givingtuesdayca)

Facebook: [@givingtuesdaycanada](https://www.facebook.com/givingtuesdaycanada)

Twitter: [@GivingTuesdayCa](https://twitter.com/GivingTuesdayCa)

LinkedIn: [GivingTuesday Canada](https://www.linkedin.com/company/GivingTuesdayCanada)

Frequently Asked Questions

What is GivingTuesday?

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. The idea caught on and has grown around the world, inspiring hundreds of millions of people to give, collaborate, and celebrate generosity.

GivingTuesday was founded in 2013 in Canada by CanadaHelps.org, GIV3 and several other [founding partners](#). GivingTuesday now has active movements in more than 80 countries, collaborating year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life. Visit the Global GivingTuesday site (givingtuesday.org)

When is GivingTuesday?

It can be every Tuesday ([#GivingEveryTuesday](#)), but our global GivingTuesday celebration event will take place on November 29, 2022.

Is GivingTuesday just one day?

Generosity is a lifelong commitment to think of others and our communities as well as ourselves. While our global celebration event will take place on November 29, 2022, the most successful GivingTuesday campaigns are planned and launched weeks before the actual day, and many last until the end of December.

We encourage giving back throughout the year, whether through donations, volunteering or in whatever other ways we can. [#GivingEveryTuesday](#) was born when people started asking, what if every Tuesday was GivingTuesday? [#GivingEveryTuesday](#) a series of weekly opportunities to come together to give, volunteer, and show kindness in shared moments with communities, causes and countries around the world. It's another way the world comes together to inspire people to do good all year round.



Who organizes GivingTuesday?

GivingTuesday is a free and open movement, unleashing the power of generosity to transform communities and the world. The movement is organized by a global network of country leaders; in Canada the movement is led by CanadaHelps.org with support from the Rideau Hall Foundation and includes thousands of participating organizations. The Canadian movement has prospered thanks to a growing network of community movements with dynamic leaders all over the country. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

Who can participate in GivingTuesday?

Everyone! We welcome a broad range of partners, including charities and non-profits, small businesses and corporations, schools, community groups, individuals, and families. These partners have one important thing in common: they are committed to generosity and creating positive change. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

GivingTuesday is about encouraging people to be generous, and there are so many ways to do that. It's simple: a day that encourages people to do good, on GivingTuesday and every day! Give time, make someone smile, help a neighbour, or make a donation. Everyone has something to give and every act of generosity counts.

What does it cost? Are there fees to participate?

GivingTuesday is a free and open movement. There are no costs to become a partner or participate in GivingTuesday, and all our resources are available for free through our website. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

Organizations that use an online fundraising platform may be subject to fees (please check with your technology providers for more information). Charitable donations made through the search on givingtuesday.ca are processed by CanadaHelps.org and are subject to standard CanadaHelps fees which are low, non-commercial rates covering credit card fees and processing.

What does it mean to be a Giving Tuesday partner?

GivingTuesday has been built by a broad group of partners, including charities, non-profits, schools, community groups, small businesses, and corporations. These partners have one important thing in common - they are committed to generosity and creating positive change. Joining as a partner is free and all GivingTuesday resources are available for free through our website.

Can organizations get donations through GivingTuesday.ca?

GivingTuesday is a movement, not a donations processor. However, people can search for a charity and donate through CanadaHelps.org, directly on the landing page at givingtuesday.ca. People can also donate to GivingTuesday partners on individual partner pages, where donations go directly to selected organizations using fundraising platforms chosen by each organization.

What is a Giving Tuesday community movement?

GivingTuesday Communities come together around a common geography (e.g., city, town or province) or a common cause (e.g., promoting science centres or adult literacy) to collaborate, innovate and inspire their communities to make a difference. These Community campaigns find creative ways to mobilize their networks, host volunteer events, raise funds for their local organizations, spark kindness, and much more.

I have a question that wasn't answered. How can I reach you?

We're always glad to help! Please reach out to info@givingtuesday.ca with any questions.

