

GIVING TUESDAY

The World's Largest Generosity Movement



Communications Toolkit



November 29, 2022



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Who is this toolkit for?

This is a communications resource for anyone who wants to start a GivingTuesday campaign. It's for community leaders, charities, schools, businesses, and individuals who want to spread the GivingTuesday word and benefit their community.

This guide includes best practices tools and resources to help you build an effective campaign and a successful GivingTuesday

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:

GIVING TUESDAY
 Nov 30th, 2021 Highlights



Together we inspire generosity

 <p>80 countries around the world celebrated GivingTuesday</p>	 <p>40+ Canadian community movements and millions of people participated</p>	 <p>12 Billion media impressions in Canada</p>	 <p>43 million raised online in Canada (in 24 hours across all reporting platforms)</p>
 <p>51 puppies and dogs rescued, Collingwood</p>	 <p>464 Scouts participated in acts of kindness across Canada</p>	 <p>CN Tower and Niagara Falls lit up in #GivingTuesdayCa colours</p>	 <p>600 pounds of food donated to help the needy, Sault Ste. Marie</p>
 <p>800 ducks sponsored for wetland conservation #GiveADuck</p>	 <p>30,600 COVID test kits assembled by volunteers, Nova Scotia</p>	 <p>3,000 stockings stuffed with gift items for kids and seniors, Waterloo</p>	 <p>24 turkeys donated for families in need, Edmonton</p>
 <p>23 needy kids sponsored for summer camp, Montreal</p>	 <p>18,600 personal giving pledges on CanadaHelps.org</p>	 <p>7 new prosthetic hands for amputees in need, Victoria</p>	 <p>22 organizations participated in the first #GivingBlack campaign</p>



Save the date
 Nov 29th, 2022





Key Messages & Talking Points

One of the first questions you'll be asked is "What is GivingTuesday?". Following is an outline of what GivingTuesday means, how it started, and a collection of key talking points you can use in your communications strategy. You can find even more [here](#).

National/Global Key Messaging

- GivingTuesday is a **global day of unity and generosity**.
 - Generosity has the power to unite and heal us in good times and bad.
 - Canada is participating **alongside more than 80 countries** worldwide, rallying around one unifying theme: **TOGETHER WE ... GIVE, THANK, STAND, HELP, HEAL**
 - We have experienced a time of unprecedented need, and also witnessed unprecedented generosity. Canadians responded generously from the beginning of the pandemic, and GivingTuesday is a time for all Canadians to celebrate generosity and continue to give together.
 - Everyone has something to give and **every act of generosity counts**. Whether it's helping a neighbour or stranger, volunteering for your favourite organization, or supporting causes through donations.
 - We are all living a shared experience, one that can make us feel disconnected from the people and communities around us. GivingTuesday is an opportunity for people around the world to stand together in unity--to use their **individual power of generosity to remain connected** and begin healing.
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Local/Regional Media Messaging and Areas of Focus

- GivingTuesday is a grassroots community-based movement of action and unity. It's a chance for local charities and businesses to take centre stage and engage their communities in coming together (whether virtually or at a safe distance!) and giving.
- Focus on what's happening for GivingTuesday in your community and region.
- Have 1-2 examples of local charities/organizations taking part (and info about their campaigns).
- Reinforce the call to action: giving in any way you can, whether giving thanks, acts of kindness, time, or money.
- Encourage families to engage together. There's lots of ways for youth to get involved with GivingTuesdaySpark.
- Share stories using the #GivingTuesdayCa, #MardiJeDonne, #UNSelfie and local hashtags.



TOOLS

Campaign Assets

Get your Social Channels ready!

A detailed social media strategy, complete with engaging visual content is very important. Check out our [Intro to Social Media Toolkit](#) - a handy reference for how to get your social channels ready to go.

Follow Us!

Get in the conversation, stay up-to-date and share your stories on our social channels:

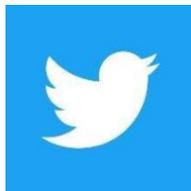
TikTok: [@givingtuesdayca](#)

Twitter: twitter.com/givingtuesdayca

Facebook: facebook.com/givingtuesdaycanada

YouTube: youtube.com/user/givingtuesdayca

Instagram: instagram.com/givingtuesdayca



Sample Tweets



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

TIP: Remember to always use the hashtags #GivingTuesdayCa, #MardiJeDonne on social media platforms to build awareness, and so we can see your great work!

- Save the date! GivingTuesday is November 29th. How will you give? #GivingTuesdayCa www.givingtuesday.ca
- Have you joined the global giving movement? Sign up & get FREE tools + tips at www.givingtuesday.ca #GivingTuesdayCa
- #GivingTuesday is the world's largest generosity movement! Join #GivingTuesdayCa: www.givingtuesday.ca
- #GivingTuesday is an opportunity for people around the world to stand together in unity and generosity —let's rally to [INSERT CAUSE]. www.givingtuesday.ca #GivingTuesdayCa
- **Together we** stand. We're united with our global community for #GivingTuesday. Join the [ORG] community on Nov 29 and let's show our strength: [URL] www.givingtuesday.ca #GivingTuesdayCa
- **Together we** give. Learn how your generosity makes a difference on #GivingTuesday: [URL] www.givingtuesday.ca #GivingTuesdayCa
- Everyone can have an impact on #GivingTuesday! Join [ORG] on Nov 29 by pledging your time, skills, voice, dollars to support [MISSION] www.givingtuesday.ca #GivingTuesdayCa

TOOLS

Sample FB & LinkedIn Posts



- Calling all Canadians: Join the global #GivingTuesday 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 your colleagues, students, 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
- Throughout today we're sharing how [**@ORGHANDLE**] is working with our community to [**YOUR WORK**] and ways that you can join the movement. [**YOUR LINK**] #GivingTuesday www.givingtuesday.ca #GivingTuesdayCa

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](#).

Launch a group! Now's a great time to launch a virtual group to build your community - people are craving a sense of togetherness. Consider a Facebook group for your P2P fundraiser or an Instagram close friends list for influencers to repost your content to their own feeds.

TOOLS

Graphic Assets

We have lots of [ready-to-use images and videos](#) you can drop into your campaign and social feeds. We also have templates, logos, and graphics that you can easily use to customize your own content.

Check out our:

Shareable Graphics

We've made images that you can use as-is or easily adapt with your own message. We're also making new images regularly, so make sure you follow our social channels.

A save the date image is useful for dropping into emails or newsletters, adding to web sites, and sharing on social media to let your supporters know that GivingTuesday is coming. You can download it [here](#).



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.



TOOLS

Logos

Add them to your own images, include them in your email. Adapt them, re-colour them, just make sure you [download them](#):

Web-ready Logos



Vector files

Need our logos in vector format? Get them [here](#). (It's what your graphic designer will want.)

TOOLS

Videos

The 30-second GivingTuesday Canada video explains the concept and encourages people to get involved. You can embed or share the YouTube version from our [YouTube channel](#).

PRO TIP:

Videos on social get more engagement in their “native” format. Upload your videos to those platforms directly instead of linking to YouTube



Countdown timer

Our countdown timer can easily be embedded on web sites or in emails using Mailchimp or Constant Contact. Just paste this code where you want it to appear:

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Media and PR Tips

Last year, GivingTuesday received a lot of attention from Canadian media outlets. One question we are constantly hearing from journalists is **"What are organizations in our area doing for GivingTuesday?"**

Getting media attention for your campaign is not as hard as it may seem. Following is our collection of media and PR resources to guide you through the process.

Press Release Template

Tell local and national news outlets about your GivingTuesday campaign in the weeks and days leading up to the big day. Make a list of local media contacts, create a simple press release and give the media something to point a camera at!

[Get the press release template.](#)

Practical Media Relations Tips

To help you get the most PR benefit from your activity this year, Paradigm PR has put together this [one-page guide](#) with 8 practical media relations tips.

Media and PR for GivingTuesday: On demand webinar

To help you get the most PR benefit from your activity this year, Paradigm Public Relations shares [PR and Media strategies for GivingTuesday](#).

Still need more help?

Looking for more tips on getting press coverage? You can check out this [detailed guide](#) created by Paradigm PR, with everything you need to know to make the most of GivingTuesday.





Additional Resources

Intro to Social Media

New to social media? GivingTuesday is a great opportunity to try new ways of engaging your supporters and telling your story. To learn the basics! Check out our [Intro to Social Media guide](#).

6 super-simple social media campaigns

Here are [six super-simple ways for your organization to use their social media](#) presence to celebrate GivingTuesday courtesy our friends at #GivingTuesday Australia.

#UNSelfie Toolkit

Last year thousands of people told the world why they support the causes they care about by sharing an #UNselfie. This expression of giving took on a life of its own with world leaders and major celebrities joining everyday people to tell their giving stories. [See how easy it is](#).

Facebook Best Practices

Check out this great guide to best practices for leveraging GivingTuesday on Facebook: [Facebook Best Practices](#).

#ThankYouThursday Toolkit



On GivingTuesday we get out the GIVE. On **#ThankYouThursday** we say thanks. This toolkit has ready-made images you can use on websites, emails and social media and frames you can use to add your logo, message, or image. [Get the toolkit](#).

GivingTuesday 4-Week Comms Plan

This outline plan is a good basis for any GivingTuesday campaign. Use it to build your own content schedule.

GIVINGTUESDAY COMMUNICATIONS SCHEDULE

BEFORE GIVINGTUESDAY	DAY OF GIVINGTUESDAY
4 WEEKS OUT Email and social media to announce campaign	EARLY AM Today's the day! Rally supporters, let them know they will see updates throughout the day
3 WEEKS OUT Updates on campaign	MID AM Rally supporters and announce news
2 WEEKS OUT Updates on campaign and announce goals	ALL DAY News and progress towards goals and challenges
1 WEEK OUT Start countdown, reminders, campaign goals	EVENING Reminders, re evening events, celebrate achievements thank participants
24 HOURS OUT Reminders and challenges to inspire participation	1-2 DAYS AFTER Announce results, thank and celebrate #ThankYouThursday

Sample Plan

Check out this example shared by some GivingTuesday partners - you can adapt to your own campaign:

[Sample Multi-Channel Communications Plan](#)

Videos and On Demand Webinars

Our GivingTuesday [Video Learning Series](#) includes recorded webinars, downloadable slide presentations, and 10-minute tips videos on a variety of subjects. Make sure you [sign up as a partner](#) to be notified of upcoming live webinars.

[Webinar: Social Media Strategies for GivingTuesday](#)

Social media isn't magic - not even on GivingTuesday. You need four things to succeed, and in this webinar, we discuss the keys to success: A Plan | A Story | Influencers | A Budget.

[Webinar: Social fundraising for GivingTuesday](#)

Learn how to mobilize your supporters simply and socially for GivingTuesday and beyond from Jeff Golby at Chimp.net.

[Webinar: Online Donor Behaviour](#)

Claire Kerr of Frontstream explains how social and mobile giving trends impact the donor relationship and how you can benefit for #GivingTuesdayCa and beyond.

[Webinar: GivingTuesday Storytelling Google Hangout](#)

CanadaHelps, GIV3, Pathways to Education and Lacie Sandstrom of YouTube discuss ways to tell your organization's story to engage



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.

