



# GIVING TUESDAY COMPLETE GUIDE

FOR NONPROFITS, NGOs, CSOs, + COMMUNITY ORGANIZATIONS



GivingTuesday is an opportunity for people around the world to use their individual power of generosity to support their communities.

On GivingTuesday – December 3 – the whole world comes together to give back in many different ways: through acts of kindness, gifts of voice, time, talent, or treasure. Nonprofits can leverage the energy of GivingTuesday to tell their stories, engage lifelong advocates, and build an active community to support their missions.

This guide provides some ideas and basic organizing tactics you can use to rally support for your cause on GivingTuesday. Make sure you're [signed up for our email list](#) to receive new resources, news, and ideas for how to grow generosity.

# Introduction

# About GivingTuesday

One of the best ways to participate in GivingTuesday is to simply start a conversation about it with your friends, family, colleagues, or neighbors. Here are a few simple messages you can use to share GivingTuesday with others and inspire them to join in.

## Global Movement

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GivingTuesday is a worldwide generosity movement empowering people and organizations to transform their communities and the world.

## Annual Celebration

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While GivingTuesday happens year round, the main celebration is on December 3, 2024.

## Origins and Growth

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Created in 2012 as a simple idea to encourage doing good, GivingTuesday has evolved into a year-round global movement inspiring millions to give, collaborate, and celebrate generosity.

## Ways to Participate

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People can express generosity in many ways—helping a neighbor, advocating for an issue, sharing a skill, or donating to causes. Everyone has something to give, and every act of generosity counts.

## Power of Generosity

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Everyone is generous, and generosity is a shared value that allows us all to positively impact our communities and others' lives.



# How Nonprofits + Community Organizations Can Participate

**GivingTuesday is among the few days of the year where people are actively seeking causes to support, rather than the other way around.**

On December 3, 2024, the entire world will be talking about, thinking about, and discussing ways each of us can contribute to a better society. Nonprofits have an amazing opportunity to be part of that conversation.

# How to Participate

How you choose to participate in GivingTuesday is up to you! While many nonprofits fundraise on GivingTuesday, that's not the only option. The goal is to create an activation that allows people to express generosity in a memorable, impactful way. Here are a few ideas:

## Host a Holiday Food Drive

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Address immediate needs in your community by filling a gap in services.

## Organize a Festival

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Provide a platform for local residents to learn about the missions of several organizations. Consider leading a [GivingTuesday Community movement](#).

## Rally New Volunteers

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Use the day to recruit and engage new volunteers.

## Mobilize Advocacy

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Encourage your community to support your cause by signing a pledge, advocating for issues they care about or spreading the word.

## Fundraise

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Raise funds for your organization or another one. Amplify historically underfunded organizations by giving them your platform.

## Collaborate with Others

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Work with other organizations to create a bigger impact. Remember, we are not competitors; it will take all of us working together to build a just and generous world.

# “Signing Up” For GivingTuesday

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## Direct Your Supporters

On Dec 3, guide your supporters to your website, a landing page, or your social media channels. It's as simple as that! No need for complicated sign-ups.

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## Choose Your Donation Platform

If you're fundraising for GivingTuesday, use any donation platform you prefer. Most organizations find it easiest to use their website's donate button. Pick what works best for you and your supporters.

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## Check Local Campaigns

Make sure to see if your country or city has an official GivingTuesday campaign. Some local movements may have a registration process. Start by visiting the GivingTuesday website for your country to get all the details.



# No Sign-Up with GivingTuesday Needed

# On “Donor Fatigue”

Our research suggests that people are very motivated to give to many different causes. The key right now, as at any time, is ensure your relationship with supporters is experiential rather than transactional.

We find that people want lots of ways to show support for the causes they care about, and on GivingTuesday, the vast majority of donors also take some other action. Providing multiple touch points, messages and opportunities to show support helps make you relevant and inspiring.

We believe, and our data show, that "donor fatigue" is a function of the quality of the message and engagement rather than a question of frequency. Think about how your organization is providing supporters with an opportunity to exercise their generosity and agency to make positive change - that approach will help focus engagement that is motivating.

On “Donor Fatigue”

# How to Reach New Donors on GivingTuesday

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**GivingTuesday invites your supporters and their networks to get involved and share your organization’s mission, helping you build a supportive community and reach new supporters.**

GivingTuesday presents a unique chance for nonprofits to expand their networks and reach new supporters. By harnessing the power of your existing network, you can cultivate a community of like-minded individuals who are ready to stand alongside you in your mission throughout the year and jump into action whenever needed. For smaller nonprofit organizations, this approach significantly streamlines the process of organizing a GivingTuesday campaign, as your most dedicated ambassadors take the lead.



**Social**



# Getting Your Social Channels Ready

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Ensure your social pages showcase your organization in its best light. New visitors should be able to discover your impact within seconds of scrolling. Here's how to prepare.

# Social

Prepare your social channels to engage and inspire new supporters effectively!

## Frequent Posting

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GivingTuesday is a worldwide generosity movement empowering people and organizations to transform their communities and the world

## Key Post on Twitter and Facebook

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People can express generosity in many ways—helping a neighbor, advocating for an issue, sharing a skill, or donating to causes. Everyone has something to give, and every act of generosity counts

## Instagram Highlights

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While GivingTuesday happens every week, the main celebration is on December 3, 2024

## Launch a Virtual Group

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Generosity allows everyone to positively impact others' lives and is a fundamental human value that anyone can act on

## Top Posts on Instagram and TikTok

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Created in 2012 as a simple idea to encourage doing good, GivingTuesday has evolved into a year-round global movement inspiring millions to give, collaborate, and celebrate generosity

## Plan Your Virtual Presence for Dec 3

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Start planning how you'll engage virtually on GivingTuesday

## Other Digital Tactics

Prepare your social channels to engage and inspire new supporters effectively!

### Send a Calendar Invite

Attach an .ics file to your email or use a tool like Add Event. Include exact instructions for what you'd like supporters to do on GivingTuesday, including a donation link.

### Build Anticipation with Emails

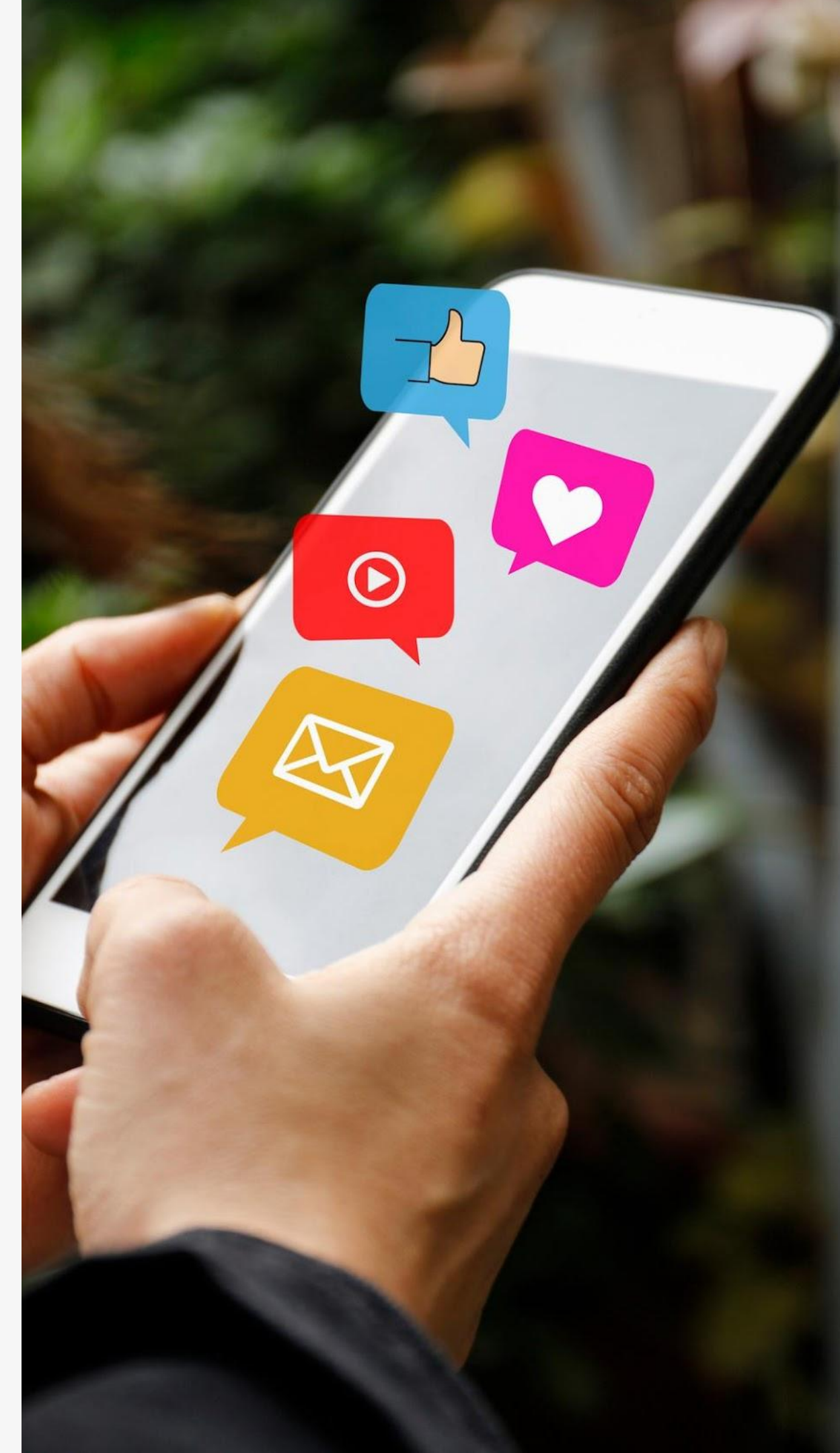
Start a series of weekly emails to build excitement for the big day. Increase the frequency as GivingTuesday approaches.

### Update Email Auto-Responders

During Thanksgiving, set your staff's email auto-responders to mention your upcoming GivingTuesday campaign with participation instructions.

### Promote Corporate Matching Gifts

Remind your donors to check if their employers offer matching gift programs. Each year, \$4-7 billion in corporate matching gift funds goes unclaimed!



# Summer and Early Fall Checklist

Here are some ideas to help inspire your content creation process.



## Plan Your Participation

Need ideas? Check out the [Generosity Toolbox](#)

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## Check for Local Campaigns

Find the [Map Here](#)

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## Email your supporters

Check out the [Communications Toolkit](#)

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## Rally Ambassadors

[Learn how to activate your community](#)

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Have FUN!

# November Checklist

Here are some ideas to help inspire your content creation process.



## Announce

use the [Press Release Template](#) to get the word out to hyperlocal media

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## Build a Drumbeat

Schedule your [social posts](#)

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## Consider a Match or Challenge

Here's a [Matching Toolkit](#) to get started

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## Email Supporters

Check out this [Communications Toolkit](#)

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Have FUN!

# December Checklist

It's go time! Here are some guidelines to help inspire your content creation process.



Get your "1 Day to Go"  
Email and Social Messages

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Notify Key Groups

Remind your ambassadors, board members, staff, and volunteers about the big day

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Update Your Community

Share the progress made toward your goal

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Be Active

Hop on live and go out into the community

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Send Thanks Yous

See our [Post GT Checklist](#) to get all the follow up ideas