



## COMMUNICATIONS TOOLKIT

Thanks for being a part of #GivingTuesday!

This year, something unique will take place on Tuesday, November 27, 2012. It's being called #GivingTuesday, and with your help it will make history. Our goal is to launch a day of giving at the start of the annual holiday shopping season and to show that holiday shopping can be about both giving and giving back.

People everywhere including retailers, charities, online organizations, community centers, individuals, families and more will come together with one common purpose -- to help others and incentivize ways to give more, give smarter, and celebrate the great American spirit of contribution.

#GivingTuesday is not a new giving platform, but a call to action to celebrate giving and encourage more, better and smarter giving during the Holiday Season. It's an organizing principle to encourage the creativity and energy of Americans to work together for good.

The success of #GivingTuesday depends on the collective efforts of a unique group of partners and their participation. You are the most important part of making this movement a reality. We have put together this toolkit for you in order to provide you with all the resources you may need in order to help make this the biggest season of giving yet!

In this toolkit, you will find:

- #Giving Tuesday Mega Messages
- #GivingTuesday Fact Sheet
- A list of #GivingTuesday launch partners
- #GivingTuesday FAQ
- Social media guide with sample tweets and Facebook status updates
- Sample outreach email to share with your networks
- Guest blog post questionnaire
- Sample #GivingTuesday action plan ideas
- Communications timeline
- Website highlights
- Partner and Influencer Quotes that will be added to over time
- Logos, blog badge and code

We hope these materials will help you and your voice embrace #GivingTuesday in a way that is most meaningful to you. Together, we are a powerful community.

We look forward to working with you!

-- The #GivingTuesday Team

# #GIVINGTUESDAY™

## Mega Messages

- On Tuesday November 27, 2012, giving will have its “opening day” with #GivingTuesday.
- The retail sector has benefited for years from coordinating national shopping days around the holidays. Everyone knows “Black Friday” or “Cyber Monday.” This year, #GivingTuesday takes its place in the calendar, and will help put giving back into the holiday season.
- #GivingTuesday will celebrate giving and incentivize a new conversation about ways to give more, give smarter, and put giving back into the giving season.
- #GivingTuesday is a special call to action, culminating with a new national day of giving around the annual shopping and spending season and to inspire giving every day.
- #GivingTuesday will prove that the holidays can be about both giving and giving back. It will celebrate how Americans can do more with their wallets than just shop – and that we Americans can give as good as we get.

[www.givingtuesday.org](http://www.givingtuesday.org)

# #GIVINGTUESDAY™

## Fact Sheet

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### Overview

On Tuesday, November 27, 2012, the collective power of charities, families, businesses and individuals will transform how people think about, talk about and participate in the giving season. #GivingTuesday will create a national moment amount the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping.

During November, the #GivingTuesday campaign will provide a framework for Americans to contribute to their community and help make this season the biggest giving season yet. It will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they support and help create a better world.

Our goal is for #GivingTuesday become a major part of the holiday season, putting giving at the forefront in November rather than an afterthought in December or the New Year.

### Who is involved?

A respected “Team of Influencers” helped conceive and shape the concept for #GivingTuesday. A list of partner organizations appears on the following page.

- Charles Best (CEO, DonorsChoose.org)
- Matthew Bishop (The Economist)
- Kathy Calvin (CEO, UN Foundation)
- Sharon Feder (COO, Mashable)
- Adam Hirsch (Advisor, Mashable)
- Patty Huber (Head of Groupon Grassroots)
- Libby Leffler (Strategic Partner Manager, Facebook)
- Rob Reich (Professor, Stanford)
- Selig D. Sacks (Partner, Foley & Lardner LLP)
- Tom Tierney (Chairman, Bridgespan Group)
- Henry Timms (Deputy Executive Director, 92nd Street Y)
- Colleen Giles Timms (Co-Creator, GivingTuesday)
- Andrew Watt (President and CEO, Association of Fundraising Professionals)
- Hank Goldstein (Principal, The Oram Group Inc.)
- Troy Carter (Founder, Chairman and CEO, The Atom Factory)



## Partner List\*

92<sup>nd</sup> Street Y

(RED)

American Red Cross

Benevolent

Blackbaud

Causes

Charity Miles

charity: water

City of Hope

Clear Channel Outdoor

Conservation International

Crowdrise

Darden Restaurants

DoGoodBuyUs

DonorsChoose

Do Something

Financial Times

Games for Change

GlobalGiving

Groupon

IAVA

Kiva

Mashable

Microsoft

Pencils of Promise

Posterscope

Samasource

Skype

The Bob Woodruff Foundation

The Case Foundation

United Nations Foundation

Unilever

VENTURE3Philanthropy

### Charity & Volunteer Advisors

Charity Navigator

GuideStar

VolunteerMatch

### Endorsers

Committee Encouraging Corporate  
Philanthropy

Dorothy A. Johnson Center on Philanthropy

Giving Institute

Giving USA Foundation

InterAction

\*Partners listed here were #GivingTuesday  
founding partners as of September 19, 2012

# #GIVINGTUESDAY™

## Frequently Asked Questions

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### What is #GivingTuesday?

On Tuesday November 27, 2012, giving will have its 'opening day'. Retailers, charities, online organizations, community centers, individuals, families and more will come together to create #GivingTuesday. It's a national moment amount the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping.

#GivingTuesday is not a new giving platform, but a call to action. Our goal is to help #GivingTuesday become a major part of the holiday season, putting giving upfront in November rather than an afterthought in December or the New Year.

During the lead up to November 27<sup>th</sup>, the #GivingTuesday campaign will provide a framework for Americans to contribute to their community and help make this season the biggest giving season yet. It will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they support and help create a better world

### What's the #GivingTuesday message?

- #GivingTuesday is a day to prove that giving back to our communities is part of a great tradition of philanthropy and volunteerism that helps make this nation strong.
- It is an opportunity to be part of a national celebration of our great tradition of generosity, and #GivingTuesday is something that everyone can share. The more people who unite in these efforts, the more we will achieve.
- Just as the retail sector has benefited from coordinating national shopping days around the holidays, #GivingTuesday wants to do the same thing for giving by uniting under one common purpose – charity.
- #GivingTuesday will create a new narrative around the kickoff of the holiday season by celebrating how Americans can do much more with their wallets than consume.
- #GivingTuesday will encourage us to do more and give more.
- Americans are a generous people. We volunteer more, give more to charity, and support more causes than any other population around the world. We should foster and celebrate in that tradition.

### What does #GivingTuesday offer?

- The strength of a national movement and unified message that upholds and supports many individual brands efforts. We will harness the power of a collective voice to help make a difference.

- A “plug-and-play” opportunity, using social media and innovative marketing, to inspire innovative tactics that draw attention, support and funds to the causes that matter.
- The benefits of helping the giving community come together under a common theme and set of messages. Just as the retail world has benefitted from coordinating national shopping days across many brands and platforms, #GivingTuesday wants to do the same thing for giving in America.

### **What can my organization do to be involved in #GivingTuesday?**

Interested in participating? It’s easy! Here are some ideas:

- Launch a special campaign to support your favorite cause.
- Partner with major philanthropic media channels and aggregators.
- Invite your company to match employees’ donations on that day.
- Create a dynamic online giving initiative for #GivingTuesday.
- Invite your organization to commit a portion of proceeds on #GivingTuesday to your favorite cause.
- Create a volunteering initiative.
- Invite your local retailers to add a donation to purchases for a charity for #GivingTuesday.
- Announce a donation or new initiative of your own on your blog or social media channels.
- Partner with shops to donate a portion of sales to a charity on #GivingTuesday.
- Organize a local toy drive, consignment sale or holiday goods sale to raise money and goods for charity.
- Organize a holiday bake sale or pre-order for baked goods on #GivingTuesday which will be ready for the holiday.

### **Help us spread the message!**

- Like us on Facebook - [www.facebook.com/GivingTuesday](http://www.facebook.com/GivingTuesday)
- Follow us on Twitter @GivingTues or and use the #GivingTuesday hashtag
- Follow us on Pinterest - <http://pinterest.com/givingtuesday/giving-quotes/>
- Submit a video to our You Tube channel
- Share your favorite giving quote or image on our Tumblr
- Share our all of our social media channels in your organizational and personal social networks
- Participate in a “Thunderclap” of social media to announce #GivingTuesday has begun (see next section)
- Announce your participation in #GivingTuesday to your networks and email lists

# #GIVINGTUESDAY™

## Social Media Guide

#GivingTuesday will harness the power of social media to create this national moment around the holidays dedicated to giving. Social media is key to making sure that the #GivingTuesday message grows and helps people engage in meaningful ways with the core idea. It's also one of the best ways to celebrate giving with easy access to information, tools to share what's working, and public inspiration to give more, better and smarter. We have crafted the following messages for you to use. Feel free to copy, paste or create your own!

In addition, do you have a great quote from one of your community members or leaders? Let us know and we'll turn it into a #GivingTuesday Facebook graphic.

Examples:

### #GIVINGTUESDAY™

"Everyone can be great because anyone can serve. You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love."

-Martin Luther King Jr.

**Save the date—Nov 27, 2012**

Remember to connect with us on Twitter @GivingTues and use the hashtag #GivingTuesday so it's easy for us to retweet you. We're also on Facebook, YouTube, Tumblr and Pinterest.

Sample language and ideas:

#### Twitter

- Perfect antidote to overspending this holiday season? #GivingTuesday coming Nov. 27! [www.Givingtuesday.org](http://www.Givingtuesday.org) @givingtues
- Ever thought u should "give back" a little more? What are u waiting for? #GivingTuesday [www.GivingTuesday.org](http://www.GivingTuesday.org) @givingtues

- Take advantage of those post-Thanksgiving deals. But spare some cash this year. #GivingTuesday hits Nov. 27 @givingtues
- #GivingTuesday is a November campaign without the negative ads. Seriously! [www.GivingTuesday.org](http://www.GivingTuesday.org) @givingtues
- Dreading post-Thanksgiving shopping? We have a better idea: #GivingTuesday. How will u get involved? [www.givingtuesday.org](http://www.givingtuesday.org)
- Q: What comes after Thanksgiving and before Christmas? A: #GivingTuesday! [www.GivingTuesday.org](http://www.GivingTuesday.org) @givingtues
- #Follow @GivingTues to learn about a different Tuesday in November! [www.givingtuesday.org](http://www.givingtuesday.org)
- #GivingTuesday → give more, give better, give smarter. Join us and @givingtues at [www.givingtuesday.org](http://www.givingtuesday.org)

### Facebook

- Create a poll and ask your fans how they prefer to give: by donating money, sharing information with their followers, organizing their community, giving their time etc.
- “We make a living by what we get. We make a life by what we give.” – Winston Churchill via @GivingTuesday
- “The value of a man resides in what he gives and not in what he is capable of receiving.” – Albert Einstein via @GivingTuesday
- How do you give back to your communities? Share in the comments. Then join us for @GivingTuesday, coming on November 27<sup>th</sup> to be part of giving’s opening day! [www.givingtuesday.org](http://www.givingtuesday.org)
- @GivingTuesday invites you to join a new movement to celebrate giving and encourage more, better and smarter giving during the Holiday Season. How will you give back? [www.givingtuesday.org](http://www.givingtuesday.org)
- You’ve heard of Black Friday and Cyber Monday? Well here’s a new day in the Holiday Season – a day to give back! @GivingTuesday [www.givingtuesday.org](http://www.givingtuesday.org)

### Pinterest

- Create a board of “ways to give back” that highlights your business or organization’s specialty
  - Create a multi-media board with video, audio, images and articles that highlight how your organization has given back over the years
- Share our #GivingTuesday inspirational quotes pin board and add your own.  
<http://pinterest.com/givingtuesday/giving-quotes/>

### **Tumblr**

- Share our giving quote memes or create your own
- Upload a video on what giving means to you or highlights your business or organization's #GivingTuesday action

### **YouTube**

- Share #GivingTuesday videos or make your own
- Join and share our regular Google+ Hangouts (every second Tuesday from Oct 2<sup>nd</sup> to Nov 27<sup>th</sup>)



## Sample Outreach Email

The following email offers ideas and language you can use as part of your outreach for #GivingTuesday. Feel free to copy, paste or adjust as you see fit for your networks as you share your involvement with #GivingTuesday.

GIVING TUESDAY: WHEN AMERICA GIVES AS GOOD AS IT GETS

Dear \_\_\_\_\_,

This year, on Tuesday, November 27, 2012, we are part of a call to action and national movement that will change the calendar and help make history. We are celebrating a new day dedicated to giving -- when charities, families, businesses, community centers, students, retailers and more will all come together to create #GivingTuesday -- a new movement to celebrate giving and encourage more, better and smarter giving during the Holiday Season that we are proud to be part of.

#GivingTuesday will create a national day of giving around the annual shopping and spending season -- giving's "opening day". Leading up to November, the #GivingTuesday campaign will provide a platform for you to contribute to your community and the world to help make this season the biggest giving season yet!

We invite you to be part of this national celebration of our great tradition of generosity. #GivingTuesday will show how Americans can do much more with our wallets than just consume. Here's what you can do to help make this initiative a success:

1. Have a great idea on how to give back on #GivingTuesday? Follow on twitter [@GivingTues](#), use the #GivingTuesday Hashtag. Like on [Facebook](#), then tell us your idea!
2. Go to the website and register to become a Social Media Ambassador  
<http://www.givingtuesday.org/>
3. Help promote! Here are some suggestions for you:
  - Perfect antidote to overspending on [#BlackFriday](#)? [#GivingTuesday](#) coming on Nov. 27!  
<http://GivingTuesday.org> @givingtues
  - Have u told ur network about [#GivingTuesday](#)? Help create a day of giving back! Get your friends to sign up at <http://GivingTuesday.org>
  - #GivingTuesday is coming Nov 27th - Save the Date - Want to help? Let us know!  
<http://GivingTuesday.org>
  - Ever thought one day of giving thanks isn't enough? Get ready for #GivingTuesday. Coming this Tues Nov. 27 <http://GivingTuesday.org>



## #GivingTuesday Social Media Ambassador Questionnaire

In order to help us to better understand what your plans are for #GivingTuesday and to make sure we can best share how you are part of this movement, please help us by filling in this questionnaire.

Please fill out to your best ability and email [JSchiff@UNfoundation.org](mailto:JSchiff@UNfoundation.org) with your answers. We will also use this data to create blog posts for the #GivingTuesday website to promote your efforts.

Got other ideas for the #GivingTuesday blog? Please send your thoughts to Jaclyn at [JSchiff@UNfoundation.org](mailto:JSchiff@UNfoundation.org). We'd love to include your content!

1. Why did [you or your organization] decide to become a #GivingTuesday partner?
2. What is [you or your organization] planning for #GivingTuesday?
3. What are you doing to get your [community/fans/members] involved in this initiative?



## Sample Action Plan Ideas

### Organization 1 – mid-size company

- Will hold an office bake sale. Employees will bring in baked goods and profits go towards the organization's seasonal charity appeal. The organization is matching profits raised.

### Organization 2 – large national chain

- Promote the organization's involvement in #GivingTuesday via social media
- Leverage #GivingTuesday to publicize how franchises in the chain give back to their local communities year round and publicize specific efforts set for Nov. 27
- Celebrate all these efforts on #GivingTuesday and announce update giving totals from all franchises

### Organization 3 – regional philanthropy

- Convene local public, private and charitable organizations and begin a conversation to raise awareness and advance the goals of #GivingTuesday
- Host a roundtable discussion during an annual conference to make sure attendees know about #GivingTuesday and how they can get involved

### Organization 4 – multinational

- Launch new fundraiser/giving platform with national and international press and leverage #GivingTuesday to expand and generate greater funds for chosen recipient charity
- Match funds raised
- Celebrate efforts and announce totals on #GivingTuesday

### Organization 5 – charity

- Send online and direct marketing communications to donor community around #GivingTuesday to inspire early giving, before year-end tax deduction rush

# #GIVINGTUESDAY™

## Communications Timeline

### September:

#### Thursday, the 13<sup>th</sup>

- Press release issued
- Website and blog go live
- Social media activity to ramp up
- Partners begin public outreach

#### Wednesday, the 19<sup>th</sup>

- National media launch
- Press call briefing on the story of #GivingTuesday with 10 key media targets and #GivingTuesday influencers (more details to come)

#### Thursday, the 20<sup>th</sup>

- Inaugural Google+ hangout with Social Media Ambassadors (SMA) and potential SMAs with #GivingTuesday influencers, detailing #GivingTuesday social engagement strategy, what to share, how to be involved. A Google+ hangout allows up to 9 people to join each other in a video chat that can be live broadcast to unlimited viewers on Google+ and YouTube.

#### Tuesday, the 25<sup>th</sup>

- First #GivingTuesday Thunderclap released. A Thunderclap is where individuals add their social media profiles to a collective message that is released through all the participants' networks at the same time. [www.thunderclap.it](http://www.thunderclap.it) We plan on one on September 25<sup>th</sup>, and a second far more substantial Thunderclap on November 27<sup>th</sup>.

#### Thursday, the 27<sup>th</sup>

- #CSR Twitter chat to focus on #GivingTuesday. Susan McPherson, Fenton, hosts this weekly chat on Twitter to discuss all elements of Corporate Social Responsibility and will dedicate September 27<sup>th</sup>'s chat (3-4pm ET) to a discussion with #GivingTuesday influencers.

### October:

#### Tuesday, the 2<sup>nd</sup>

- First regular Google+ hangout and/or conference call begins for Partners, Social Media Ambassadors, and interested others held every second Tuesday through November 27<sup>th</sup>.
- Additional communications timelines will be released with post-launch key milestones.

# #GIVINGTUESDAY™

[www.givingtuesday.org](http://www.givingtuesday.org) site highlights

#GIVINGTUESDAY™

Black Friday...  
Cyber Monday...  
Help launch #GivingTuesday!

70 Days 15 Hours 32 Mins 48 Secs  
November 27, 2012

Follow #GivingTuesday

f t YouTube Pinterest t

Get Involved!

Home About Get Involved Partners Resources Ideas Blog Contact

The website will become a space for idea generation, inspiration and sharing. Tools for social media engagement, easy registration for new partners and resources to find charities are provided. As mentioned prior, your participation in the blog will be key.

#GivingTuesday's charity advisors, Charity Navigator and GuideStar will have resources on the site to help participants find organizations and causes to support, as well as our volunteer advisors VolunteerMatch.

#### Charity Navigator

Charity Navigator's free charity ratings enable donors to access relevant information before they make a donation. Their rating system examines two broad areas of a charity's performance; their Financial Health and their Accountability & Transparency. Charity Navigator accepts no funding from the charities that they evaluate, ensuring that their ratings remain objective. Look up your favorite nonprofit here!

CHARITY SEARCH

Find a Charity

CHARITY NAVIGATOR

#### GuideStar

GuideStar has impact, financial, program, and legitimacy information on more than 1.8 million tax-exempt organizations in the U.S. Their mission is to revolutionize philanthropy and nonprofit practice by providing information that advances transparency, enables users to make better decisions, and encourages charitable giving. Learn more about thousands of local and national nonprofits on their website! <http://www.guidestar.org/>



#### Volunteer Advisor

VolunteerMatch is a great resource to find volunteer opportunities around #GivingTuesday.

VolunteerMatch is the Web's largest volunteer engagement network, making it easier for you to find great volunteer opportunities and for nonprofits to get the help they need. How do you want to give your time? What impact do you want to make? More than 89,000 organizations are waiting to hear from you at VolunteerMatch.

Search for Volunteer Opportunities

Location  
e.g. 90210 or Chicago, IL

Keywords  
e.g. environment or mentoring

Search

Powered by  
VolunteerMatch



## **Influencer Quotations**

### **Sol Adler, executive director, 92Y**

"Communities like ours are about opening doors and bringing people together. #GivingTuesday allows us to create a new kind of community – across geographical borders – around the idea of 'doing good.'"

### **Henry Timms, deputy executive director, 92Y**

"It's been a privilege to work with remarkable leaders all over the country building a movement around #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."

### **Kathy Calvin, CEO, UN Foundation**

"#GivingTuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism. The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together to help build a better world."

### **Thomas J. Tierney, chairman and co-founder, The Bridgespan Group**

"Americans as a whole are the most generous people in the world when it comes to giving. This effort taps that spirit, unleashing its power by pulling together the creative ideas of myriad people committed to having real and lasting impact."

### **Tony Bates, president, Skype Division of Microsoft**

"At the heart of Skype is the belief that technology can change the world. We also feel strongly as an organization that it is important to seek new ways to give back. We look forward to joining together with consumers, NGOs and corporations around the world to make our mark on #GivingTuesday."

### **Jonathan Atwood, vice president, sustainability & corporate communications, Unilever**

"At Unilever, we've always believed in the power of our brands to improve the quality of people's lives and in doing the right thing. Essential to our mission is to work to create a better future every day and inspire people to take small actions that can add up to a big difference in the world. #GivingTuesday shares those same principles and together, driven by the focus on a given day, the impact will be that much greater."

### **Rob Reich, co-director, Center for Philanthropy and Civil Society, Stanford University**

"#GivingTuesday has a simple aim: to establish a national day of giving during the holiday season of gratitude and generosity of spirit that will inspire Americans young and old, online and offline, red and blue, urban and rural. I got involved with #GivingTuesday because the aim is simple and the mission undeniably good: to increase charitable giving by all Americans."

**Adam Hirsch, senior vice president, Emerging Media and Technology, Edelman**

#GivingTuesday is the type of campaign that is near and dear to my heart. #GivingTuesday is all about an open opportunity to get everyone involved in the giving season. I was more than excited to join some of my colleagues and friends who helped put together the Social Good Summit with me and help out where I could. The journey so far has been incredibly inspiring as more advisers and organizations joined, each adding a critical and unique voice to what we are all trying to accomplish. Together we've built a new platform and movement that I know will have a lasting impact on people everywhere for years to come.

**Sharon Feder, chief operating officer, Mashable.com**

"As a society, we're more connected than ever before. Through digital we are better positioned to effect real world change as a community. I got involved with #GivingTuesday because I saw the amazing potential for a powerful social good movement during the holiday season."

**Matthew Bishop, author of *Philanthrocapitalism*, US Business Editor, *The Economist***

"I was there at the beginning of #GivingTuesday and it has been great to watch as the idea has come to life. The posse of individuals, nonprofits and companies that has formed to make #GivingTuesday a reality is what philanthrocapitalism is all about. I'm particularly pleased to see social media at the heart of #GivingTuesday, as the transparency and ability to connect and see the difference that our money makes can make each one of us a more effective and impactful giver."

**Colleen Giles Timms, co-creator, #GivingTuesday**

#GivingTuesday is a wonderful opportunity for the giving community to come together under one "umbrella" just as the retail world does on Black Friday. I think it's a fun and important challenge to show what a difference a day makes. It is especially exciting to see the creative and dynamic initiatives taking shape all over the US.

**Lindsay J.K. Nichols, communications director, GuideStar**

"Charitable giving is such an American attribute. Nonprofits are part of the very fabric of our culture, and every day, whether we know it or not, we are positively affected by a nonprofit. Whether it's the health services we receive or the schools our children attend or community projects we participate in, nonprofits are vital to our world. #GivingTuesday gives us a chance to remember and honor them for all they do for us. I'm thrilled to be a part of it with GuideStar."

## Logos, Blog Badge and Code

JPG

#GIVINGTUESDAY™

TRANSPARENT PNG

#GIVINGTUESDAY™

HEART LOGOS



BLOG BADGES & GRAB CODE



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<a href="http://www.givingtuesday.org" target="_blank"></a>
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Questions or concerns?

Get in touch with one of these members of the #GivingTuesday team:

Anastasia – [ADellaccio@unfoundation.org](mailto:ADellaccio@unfoundation.org)

Jaclyn – [JSchiff@unfoundation.org](mailto:JSchiff@unfoundation.org)

Jessica – [JSchneider@92y.org](mailto:JSchneider@92y.org)