



**A GLOBAL DAY OF UNITY**

# **THE COMPLETE TOOLKIT**

**5 MAY, 2020**

@givingtuesdayuk      
[www.givingtuesday.org.uk](http://www.givingtuesday.org.uk)

**Tools to Unleash Generosity on 5 May, 2020**

## Key Messages

### How to talk about GivingTuesdayNow

- #GivingTuesdayNow is a global day of giving and unity that will take place on 5 May, 2020 as an emergency response to the unprecedented need caused by COVID-19.
- #GivingTuesdayNow is an opportunity for people around the world to stand together in unity, to use their individual power of generosity to remain connected and heal.
- We are asking people to share a message of gratitude on social media on 5 May. A opportunity to show our appreciation for all the people who have supported us through this difficult time; this can be NHS workers including medical staff, cleaners, porters, laundry staff and caterers, all food chain staff, delivery drivers, bin collectors, public transport workers, teachers, care workers, milk and post men & women, emergency services, community volunteers, workers making PPE and tests, neighbours, and of course charities!
- We would love to see everyone share a heart in their front window as a sign to all the essential workers mentioned above, that they are truly appreciated. You can even combine this with a message on social media and share a photo of your heart with your message of thanks.
- #GivingTuesdayNow is also a chance for people to contribute to the incredible wave of generosity we have witnessed over the past weeks and months. People can show their generosity in a variety of ways during #GivingTuesdayNow, whether it's helping a neighbour, advocating for an issue, or sharing a skill. And if you are in a position to make financial donation to your favourite charity, please do, they need your help now more than even. Every act of generosity counts! *Please note: All acts of generosity must adhere to Public Health and WHO guidelines.*
- At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on.

## Dos and Don'ts

### Do

- Go digital - make sure your web presence is optimised, make use of content you already have, think about a video from your ED.
- Be nimble. Everything is changing moment by moment. We need to be making quick decisions and always have a backup plan.
- Do communicate clearly and authentically. If you don't think you work for an "essential" nonprofit, ask yourself 'what would my community be like if we ceased to exist.'

### Don't

- Don't be afraid to fundraise! Now is the time to be vulnerable. *People really want to help.* It makes them feel empowered.
- Don't ask people to do things that may endanger themselves or others. Be aware of Public Health and WHO guidelines.

## How to Participate in #GivingTuesdayNow

Just like regular GivingTuesday, **#GivingTuesdayNow is not exclusively a fundraising day** - it's an opportunity for people around the world to stand together in unity - to use their individual power of generosity to remain connected and heal. While you certainly can use the day to raise vital funds for your charity, there are lots of ways to engage that don't involve fundraising:

- Share good news stories. Both from your organisation and other stories that inspire you. Check out GivingTuesdayUK's social channels for examples. Showcase all the good happening in your community.

- Thank your supporters - host a virtual thank a thon or add to a virtual donor wall. Did you ask your supporters to get involved in the 2.6 Challenge? Why not use #GivingTuesdayNow to say thank you to them?
- 24 hours of gratitude - post once an hour about things your organisation is grateful for
- Amplify others - fundraise for another organisation, create a Facebook album to share your partners' work
- Go live - share how your organisation has been responding to COVID-19 and how it's impacted your work. You can do this from your living room!
- Ask your supporters to get involved in your organisation virtually. What can they do from their homes to support your cause.

## Get Your Social Channels Ready

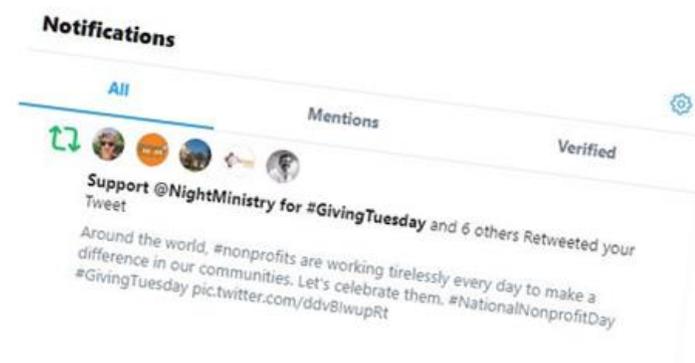
### Update your profiles and use hashtags across all social platforms

- Brand your personal and nonprofit's social media accounts with GivingTuesdayNow graphics and be an ambassador for the day. You can download assets from the [GivingTuesdayNow page](#) on the website and also access some [global assets](#) from the GivingTuesday Global team. You can also share some [Canva templates](#) to help you and your supporters get involved.
- Announce that you're participating in #GivingTuesdayNow and build anticipation with a countdown to 5 May!
- Use the hashtag #GivingTuesdayNow – the buzz amplifies your reach by expanding your normal audience and encourages new supporters to get involved with your charity!
- Create content that shows your mission is something people want to get behind. Educate people about your cause area and what your organisation is doing to make our world a better place particularly during the global pandemic. Be honest about the situation your organisation is in and what your needs are.

# Social Media Activation Ideas

## Rally Your Supporters Online

- Share the love: encourage your supporters to share their message of thanks or a heart in their window mentioning your charity and, if you have one, your fundraising ask
- Encourage your supporters to host a digital fundraiser on behalf of your organisation. You can check out some ideas in our fundraising toolkits for [Charities](#) and one to share with your supporters for [families and individuals](#)
- Encourage Twitter users to change their display name for the day to show that they're supporting your organisation for #GivingTuesdayNow (see example at right).
- Organise a Twitter chat about your charity or Ask Me Anything with your team members
- Don't forget about the new Instagram donate stickers! ([Here's how to get your charity set up](#))
- Ask your social media followers to share stories of why they support your organisation. Retweet their replies!
- Organise a challenge (on TikTok or any channel)! Encourage your partners and friends to spread generosity on social media by getting creative.
- Share the map! The global Giving Tuesday team is [mapping generosity around the world](#). Encourage your supporters to share what they've been doing in response to COVID-19 and spread generosity in their local communities.



## Other Digital Tactics

- Send your supporters a calendar invite. Literally. Attach a .ics calendar invite file to your email. You should provide exact instructions for what you'd like them to do on #GivingTuesdayNow including a link.
- Start a series of emails to build up anticipation of the big day.

## Sample Social Messages

- Giving back isn't cancelled. On #GivingTuesdayNow, we're sharing ways you can express generosity right from your own home. (Insert ideas for how folks can get involved in supporting your charity right from their own home)
- Together we give. Learn how your generosity makes a difference on #GivingTuesdayNow [URL]
- #GivingTuesdayNow is an opportunity for people around the world to stand together in unity—let's rally to (insert action).
- Around the world, people are finding creative ways to support the people who are on the frontlines of fighting COVID-19. (share a story that inspired you—doesn't have to be about your org's work, though it can be)
- You can find more social media ideas in the [#GivingTuesdayNow toolkit](#)

# #GivingTuesdayNow: Sample Press Release

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### How to use this template:

- *Once you have decided to activate a campaign that makes sense for your organisation, add your details (as much as you know right now and you don't have to have everything set) in the press release template below.*
- *Be sure to have someone in the contact space that can be easily contacted and responsive.*

- *Add a campaign name and details of how you want the public to engage in the day.*
- *Circulate to your press outlets and include the release as a blog on your website and promote socially. Edit so that it makes sense for your community.*

[INSERT ORGANISATION NAME] Responds to Urgent COVID19 Need with [INSERT CAMPAIGN DETAILS], Joining #GivingTuesdayNow in Global Day of Giving and Unity

[INSERT LOCATION] [INSERT DATELINE] – [INSERT ORGANISATION NAME] is responding to meet the needs of [DESCRIBE WHO/WHAT YOU'RE SUPPORTING] by [INSERT TOPLINE DETAILS OF CAMPAIGN].

#GivingTuesdayNow is a global day of unity and generosity, taking place on 5 May, 2020 as an emergency response to the unprecedented need caused by COVID-19.

Research by the Charities Aid Foundation who lead #GivingTuesday in the UK has found that many charities are struggling to survive due to COVID-19, with 37% saying they will not be able to last beyond 6 months. It also found that there are significant levels of generosity, with more than half of people saying they expect to help their neighbours or friends with shopping/errands or check on their vulnerable or elderly neighbours.

To shine a spotlight on this incredible generosity and to support charities at this difficult time, CAF has launched this special #GivingTuesdayNow as a chance for people to show their gratitude to all the people who have supported us through these difficult weeks - their friends, families and wider communities.

Charities of all sizes have been playing their part in this battle, harnessing the goodwill of so many to help meet vital needs which have not gone away in the face of coronavirus. With fundraising events cancelled and many volunteers self-isolating, charities are facing an uphill struggle to continue to be there for those in need.

This #GivingTuesdayNow is, above all else, a day to thank all essential workers. From everyone in the NHS - medical staff, cleaners, porters, laundry staff and caterers - to the food chain staff, delivery drivers, bin collectors, public transport workers, teachers, milk and post men & women, emergency services, community volunteers, workers making PPE and tests, your neighbours and of course, charities.

We are encouraging everyone to share a message of thanks on social media and a heart in their front window (or a combination of both!) to demonstrate our collective gratitude to all the people who are helping us through these difficult times. And of course, for those who are able, to think about giving to a charity close to their heart.

[DETAILED INFORMATION ON WHY YOUR ORGANISATION IS PARTICIPATING IN #GivingTuesdayNow, HOW YOUR COMMUNITY/CAUSE HAS BEEN AFFECTED AND DETAILS OF YOUR #GivingTuesdayNow INITIATIVE INCLUDING GOALS]

[INSERT QUOTE FROM YOUR ORGANISATION'S SPOKESPERSON ON THE ORGANISATION'S #GivingTuesdayNow EFFORTS]

The UK's #GivingTuesdayNow lead, Grainne Mathews, said:

"The Charities Aid Foundation (CAF) is proud to lead #GivingTuesdayNow here in the UK and to join wholeheartedly in this celebration of the people who are helping us through such dark days – charities have taken their place in helping to deliver for our communities and we could not be more inspired to support them in all that they do."

Those interested in joining [INSERT ORGANISATION NAME]'s #GivingTuesdayNow efforts can visit [INSERT SPECIFIC #GivingTuesdayNow LANDING PAGE ADDRESS IF AVAILABLE].

For more details about the Giving Tuesday UK movement, visit the Giving Tuesday UK website ([www.givingtuesday.org.uk](http://www.givingtuesday.org.uk)), or follow @GivingTuesdayUK and #GivingTuesdayNow on Twitter, Facebook and Instagram.

Notes:

About [INSERT ORGANISATION NAME]  
[INSERT ORGANISATION INFORMATION]

About GivingTuesday

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

A global phenomenon, #GivingTuesday has broken successive world records for the most money donated online to charity and Giving Tuesday UK 2019 saw almost £10,000 donated every minute to good causes via Visa. The [Charities Aid Foundation](#) leads the campaign in the UK.

Leading charities and brands supporting #GivingTuesdayNow including Virgin Money Giving, Salesforce and PayPal.

# GivingTuesdayNow

## FAQ

5 May, 2020

### What is #GivingTuesdayNow?

- [#GivingTuesdayNow](#) is a global day of giving and unity, set to take place on 5 May, 2020 as an emergency response to the unprecedented need caused by COVID-19. The day is designed to drive an influx of generosity, public engagement, business and philanthropy activation, and support for communities and charities around the world. It's a day when we can all come together and give back in all ways, no matter who or where we are.

### What is GivingTuesday?

- GivingTuesday is a global generosity movement that unleashes the power of people and organisations to transform their communities and their world.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past seven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. The [Charities Aid Foundation](#) brought Giving Tuesday to the UK in 2014 and has been leading it ever since.
- GivingTuesday's global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life.

### Does this mean there won't be a GivingTuesday giving day later in the year as in other years?

- Nope! #GivingTuesdayNow is a specific emergency event that we are launching as a response to COVID-19. **It doesn't change our plans for our traditional GivingTuesday event that will happen on December 1**, the Tuesday after Thanksgiving.

## Who can participate?

- Everyone! Literally. GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organisations, small businesses and corporations. We anticipate there will be people and organisations planning and participating in #GivingTuesdayNow activities in every country in the world.

## What does it cost? What if I don't have any money

- There are no costs to participating in #GivingTuesdayNow. GivingTuesday is a free and open movement to unleash generosity in response to the unprecedented need caused by COVID-19. All of our resources are available for free [through our website](#).
- If your charity is using a digital fundraising platform, there may be costs associated with the tool you choose to use – check with your technology providers.
- If you are an individual who wants to give back, there are many ways to do so. #GivingTuesdayNow is about giving of all types. Some may choose to give a financial contribution to their favorite charity or an official fund, you can find lots of information on the [Charities Aid Foundation Covid19 Hub](#) about which funds you can contribute to. Everyone can share a message of gratitude to all essential workers keeping us safe, well and connected. If you can show generosity and share kindness, you have something to give!

## I want to give back, help my neighbors and volunteer, but how can I do that safely?

- #GivingTuesdayNow is focused on ways to give back and bring communities together safely. We encourage individuals and organisations to adhere to public health guidelines and physical distancing to help reduce the spread of the virus and flatten the curve.
- There are many ways people can give back and communities can organise while still staying safe. The GivingTuesday Global team have been sharing some of these ideas in our daily text message campaign. Check out the archive [here](#). You can also check out our Ideas for giving back section on our [website](#) for more inspiration.
- There is no reason that our physical separation means we can't provide the financial, emotional and social supports that nurture our families and communities. We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others. Embrace your power to be a beacon for others, and act.