

For  
business

# GIVING TUESDAY | NOW

5th May 2020

A global day of unity

## Show your gratitude!

Share a message of thanks on social, ask your staff & customers to do the same. Thank colleagues who are volunteering or your charity partner who is working hard to deliver on their important mission. Or all essential workers (delivery drivers, teachers, bin collectors etc), who are supporting our communities right now.



## Share a heart for all essential workers

Share a heart on social, on your website and in your front window (at home or the office, or both!) to say thank you to all essential workers getting us all through this crisis, e.g. volunteers; cleaners, caterers & laundry workers in the NHS; supermarket staff and charities! Ask your employees and customers to do the same.



## You can combine your thanks and heart in to one message!

If you are in a position to give financial support to charities right now, please do. They need our support now more than ever. You can give a direct donation, offer match-funding, or donate to a relevant fund.

## Together We... messaging

Use supportive messaging to help frame your communications. Tie in the Together We... idea to highlight our collective need and action. Together We Give, Together We Help, Together We Stand, Together We Thank etc.



## Don't forget!

- Share how you are responding to covid-19. Are you using your capacity and expertise to help?
- Are your staff volunteering? Share their story on your website and social media (great for internal comms too!)
- Are you supporting your charity partner with a special donation? Share how important their work is and why you are supporting them now.

Don't forget to include #GivingTuesdayNow & tag @givingtuesdayuk in your posts

Additional resources are available at [www.givingtuesday.org.uk/givingtuesdaynow](http://www.givingtuesday.org.uk/givingtuesdaynow)