

For
charities

GIVING TUESDAY | NOW

5th May 2020

A global day of unity

Show your gratitude!



Share a message of thanks on social, ask your staff & supporters to do the same. Thank colleagues (who are volunteering or working while home-schooling), your volunteers or supporters, or other essential workers (delivery drivers, teachers, bin collectors), who are all supporting our communities.

Share a heart for all essential workers



Share a heart on social and in your front window to say thanks to all essential workers getting us all through this crisis – this can be your staff, volunteers, all NHS workers, supermarket staff and charities! Ask your employees, volunteers & supporters to do the same.

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

Share your need for donations

Explain why you need donations now & what will happen if you don't get them. Having a target helps! Demonstrate your need visually using photos or videos – use current collateral, no need to create new! Get creative with your fundraising – host a virtual event or set a challenge.



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.

Building momentum

By connecting with other campaigns in the run up to 5th May, you can help demonstrate your value and need. You can use the #CharityUnitesUs, #twopointsixchallenge or #EveryDayCounts hashtags to increase your voice and shine a spotlight on charities.

Don't forget!

- Share how you are responding to Covid-19
- Share how you are continuing to deliver on your mission
- Show your gratitude to your staff, supporters, board members for stepping up during a difficult situation
- Praise your volunteers (old & new) for supporting your charity
- Share your need! Be honest about your challenges and ask for donations.

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

Additional resources are available at www.givingtuesday.org.uk/givingtuesdaynow/