#### GIVINGTUESDAY AUSTRALIA

**COMPLETE GUIDE FOR NOT-FOR-PROFITS, COMMUNITY ORGANISATIONS AND CAUSES**

**November 28, 2023**

## **Introduction**

GivingTuesday is an opportunity for people around the world to use their individual power of generosity to remain connected and support their communities. It’s a day when everyone comes together to give back in all forms-acts of kindness, gifts of voice, time, talent or treasure. Not-for-profits can leverage the energy of GivingTuesday to tell their stories, engage lifelong advocates and build a movement for their organisations - and that’s way more powerful than just collecting donors.

This guide provides some ideas and basic organizing tactics you can use to rally support for your movement on GivingTuesday. [Make sure you’re signed up for our email list](https://www.givingtuesday.org.au/newsletter) to receive new resources, notifications about webinars, and other opportunities related to GivingTuesday and using generosity to power a movement for your cause.

### BONUS RESOURCE

##### THE WORKBOOK FOR NOT-FOR-PROFITS

**In addition to this toolkit, check out the** [**GivingTuesday step by step workbook**](https://docs.google.com/document/d/1CP-1sHuTQsSAWeyc29QAV5oX-N0ElTFn/edit?usp=sharing&ouid=110883502118710591087&rtpof=true&sd=true)**. Print it out, jot down your goals, and sketch out your plans for GivingTuesday 2023.**

## **Key messages**

* GivingTuesday is a global day of generosity that will take place on November 28, 2023.
* GivingTuesday is a global generosity movement, unleashing the power of people and organisations to transform their communities and the world.
* GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.
* GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past 11 years, this idea has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
* GivingTuesday 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.
* People can show their generosity in a variety of ways during GivingTuesday⁠⁠—whether it’s helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, everyone has something to give and every act of generosity counts.
* At a time when we are all experiencing the post-pandemic cost of living crisis, 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.
* GivingTuesday emphasizes opportunities to give back to communities and causes in safe ways that allow for social connection and kindness even while practicing physical distancing.

## **How not-for-profits can participate in GivingTuesday**

Creativity always wins on GivingTuesday. Here are some ideas for how your organisation can participate but the sky’s the limit:

* **Share good news stories.** Both from your organisation and other stories that inspire you. Check out GivingTuesday’s social channels for examples. Showcase all the good happening in your community.
* **Collaborate with other organisations** to host a holiday food drive for your community, or a virtual festival for your community members to learn about all the organisations’ missions.
* **Thank your supporters.**  Host a thank-a-thon or add to a donor wall.
* **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 on social media.** Share how your organisation has been participating and how it has positively impacted your community!
* **Fundraise for your organisation**. You can use any digital fundraising tools you like! You can even use your existing donate button.

### 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 despite the cost of living crisis of 2023, 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 research shows, that "donor fatigue" is a function of the quality of the message and engagement rather than a question of frequency. Think about how your organisation 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.

##

## **Get Your Social Channels Ready**

* **Brand your accounts with GivingTuesday graphics** and be an ambassador for the movement. Download our [logo files](http://givingtuesday.org.au/social-media-assets) and Canva templates
* **Announce that you’re participating** in GivingTuesday and build anticipation with a countdown to November 28!
* **Use the hashtag #GivingTuesdayAUS** – the buzz amplifies your reach by expanding your normal audience + encouraging new supporters to get involved with your not-for-profit!
* **Post more often, not less!** Your community WANTS to hear from you!Go back and look at your top-performing content to draw inspiration. Post content that shows your work in action, perhaps how your community has been affected by COVID-19, and share stories that give people hope or make people laugh.
* **Make sure your social pages show your organisation in its best light.** You’re going to have lots of new people looking at your profile pages - can they easily discover your impact within the first few seconds of scrolling? Make sure you’re posting often over the next few weeks about your organisation and its impact.
* **Launch a group**. Now’s a great time to launch a virtual group to build your community - people are craving a sense of togetherness. Consider a WhatsApp group for your top donors, a Facebook group for your P2P fundraiser, or an Instagram close friends list for influencers to repost your content to their own feeds.
* **Offer a slice of hope in a sea of bad news.** Folks are craving good news right now. Educate people about your cause area + what your organisation is doing to make our world a better place. Ask your followers to share what’s inspiring them too.
* **Start planning for how you’ll show up virtually on Nov 28.** Produce a few Facebook or Instagram live streams throughout GivingTuesday and show off your mission! Check out our [Virtual Rally Toolkit](https://www.givingtuesday.org.au/social-media-assets) for tech tips and ideas.
* **Don’t hesitate to experiment.** Try something that’s out of your comfort zone. Start experimenting with SMS, Facebook Messenger, TikTok.

## **Social Media Activation Ideas**

* Go classic: encourage your supporters to share their “unselfie!” No printer? No problem. Use our digital unselfie sticker on Instagram! (Just search “Unselfie”)
* Encourage your supporters to run a P2P fundraiser on behalf of your organisation.
* Encourage your supporters to add GivingTuesday to their Twitter display name for the day to show that they’re supporting your organisation for GivingTuesday (see example at right). **Note: Do NOT change *your* organisation’s display name - your supporters won’t recognize your account.**
* Organize a Twitter chat about your mission or Ask Me Anything with your team members.
* Don’t forget about the new Instagram donate stickers! ([Here’s how to get your not-for-profit set up](https://socialgood.fb.com/instagram-donation-sticker/).)
* Ask your best supporters to run fundraisers for your cause - use Facebook or whatever P2P tool you like to use.
* Ask your social media followers to share stories of why they support your organisation. Retweet their replies!
* Organize a challenge (on TikTok or Instagram Reels)! Encourage your partners and friends to spread generosity on social media by getting creative.
* Encourage your supporters to share what they’ve been doing to spread generosity in their local communities. Whether or not that has to do with your cause. Let’s overwhelm the world with GOOD.
* Get a vendor or small business to sponsor a social media contest to benefit your organisation.

## **Other Digital Tactics**

* Send your supporters a calendar invite. Literally. Attach an .ics calendar invite file to your email (or use something like [Add Event](https://www.addevent.com/event/Av5830590)). You should provide exact instructions for what you’d like them to do on GivingTuesday including a link if you want them to donate.
* Start a series of emails to build up anticipation of the big day. One a week to start, then build as the days get closer.

## **Sample Communications Timeline**

### Weeks of October 23 - 30

* Make sure you’ve [**signed up to**](https://givingtuesday.us5.list-manage.com/subscribe?u=78792425669fa388ae1bc2c58&id=85dd389128) [**our newsletter**](https://www.givingtuesday.org.au/newsletter), so we can send you the latest updates and news!
* [**Download all the resources for not-for-profits**](https://drive.google.com/drive/folders/15ND91Y2NrG2UBpiEB1dW9Ls_K78q1YmT?usp=sharing) **(**which include a press release, sample emails, social media, graphics, and more).
* **Set a goal and consider your target audience**. Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
* **Email your supporters** to share that your organisation is participating in GivingTuesday and [**share a calendar invite**](https://www.addevent.com/event/Av5830590). (You can send this link or create your own with AddEvent so that you can put your organisation’s link in that calendar invite)

### Week of November 6

* **Announce.** Share your plan and goal in a press release or a virtual community launch party and start spreading the word about your plans for GivingTuesday on social media. It’s best to announce early to get your community prepared and excited to give.
* **Build a drumbeat.** Schedule regular social media messages to talk about your organisation’s work and how your community can best support your mission. You can use our Save the Date graphic and sample social media posts.
* **Think about a match or other challenge.** If you are organizing a fundraising campaign, [talk to donors about providing a match or challenge grant](https://docs.google.com/document/d/1Z9aqd5o0aX9X2QlF04BG1WafxryCXIXX/edit?usp=sharing&ouid=110883502118710591087&rtpof=true&sd=true) to build extra excitement on GivingTuesday.
* **Email your supporters again** to remind them that GivingTuesday is coming and specific details about how they can get involved. Check out the sample emails below.

### Week of November 13

* **Pitch your local press.** Use our Sample Press Release (see below) to share your campaign plans with local media. We see a lot of coverage for GivingTuesday — don’t wait to pitch your story to TV, radio, and local newspapers.
* **If you haven’t yet, email a calendar invite to everyone on your lists.** Once you have your lists segmented, you can even customize those calendar invites with specific instructions and links for different groups. (eg. social media ambassadors, donors, reporters)

### Week Before

* **Go big on social media!** Stay top of mind with your supporters— tweet, post, snap, TikTok, share to invite your community to join with you on November 28. Remember to use the hashtag #GivingTuesdayAUS in your messages so we can retweet and share your plans. Make use of your scheduling tools!

### Day Before

* **Send a “1 Day to Go” email and social media messages** to make sure your board, staff, and community knows that we are in the final countdown for GivingTuesday!

### November 28

* **November 28 — It’s GivingTuesday!** Remember to update your community about your campaign throughout the day. Share where you are against your goal and use the buzz and momentum from the day to build excitement for your campaign. Thank donors and people who are helping to amplify your campaign.
* **Go bananas on social media.** Go live, share a photo every hour (no need to create anything new, reuse your existing content), launch a TikTok challenge, highlight stories of generosity from your community. Talk about how COVID-19 is impacting your organisation and community.

### After The Big Day

* December 1 — Say thank you to your staff, donors, volunteers, partners, faculty and community. #ThankYouWednesday
* Share your success with us! Email the GivingTuesday team at info@givingtuesday.org.au with your success, photos, or announcements we can share.
* Use the momentum from GivingTuesday to boost your end of year fundraising and rally support for your mission.

## **Sample Social Messages**

**Remember to always link directly to your own organisation’s website, not to GivingTuesday.org.au**

* Mark your calendar! Nov 28 is #GivingTuesdayAUS. How will you give?
* Save the Date: #GivingTuesdayAUS is November 28! We’re proud to be a part of this global celebration of giving.
* Giving back isn’t canceled. Ahead of #GivingTuesdayAUS (Nov 28), we’re sharing ways you can express generosity right from your own home. (Insert ideas for how folks can get involved in your mission or help move the needle on your cause, right from their own home)
* In this time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. Join us on #GivingTuesdayAUS and let’s rally to [insert mission + URL]
* #GivingTuesdayAUS is an opportunity for people around the world to stand together in unity*—*let’s rally to [insert cause].
* GivingTuesday’s messages of hope, connection, and community have never been more needed. Let’s create a 🌊 of good on November 28! Share how you’re giving and let’s inspire the 🌎.
* Together we heal. We're rallying our community for #GivingTuesdayAUS. Join us to give back: [URL]
* Together we stand. We're united with our global community for #GivingTuesdayAUS. Join the [ORG} community on Nov 28 and let’s show our strength: [URL]
* Together we give. Learn how your generosity makes a difference on #GivingTuesdayAUS: [URL]
* Throughout today we’re sharing how [@orghandle] is working with our community to [your work] and ways that you can join the movement.. LINK #GivingTuesdayAUS
* Everyone can have an impact on #GivingTuesdayAUS! Join ORG on November 28 by pledging your time, skills, voice, dollars to support [mission]. Learn more at [URL].
* Giving is not just about making a donation. It is about making a difference. Throughout #GivingTuesdayAUS today, we’re sharing the many different ways you can support [ORG] as we [mission].

## **Canva Graphics**

[Use our Canva templates,](https://givingtuesday.org.au/social-media-assets) brand them with your colors and images, and make them your own! Use these graphics in your own social channels (tag #GivingTuesdayAUS so we can see your creativity). Share these graphics in your social toolkit or [influencer toolkit](https://docs.google.com/document/d/1g2-MSQ8hf56AoFoi9MFSDtS5fKNZCq6D/edit?usp=sharing&ouid=110883502118710591087&rtpof=true&sd=true) so your supporters can amplify your mission too!

## **Email Templates**

### To Supporters - Save the Date

**Subject Line: Join Us for GivingTuesday - the Global Day of Giving on Nov 28, 2023**

On November 28, 2023, people all around the world are coming together to tap into the power of human connection and strengthen communities and change our world. Will you be one of them?

[Name of organisation] will be participating in GivingTuesday and we need your help!

By joining the GivingTuesday movement, you’re proving that in times of uncertainty, generosity can bring the whole world together.

Here is how you can get ready to give:

1. **Mark your calendar** [Link to a custom calendar invitation for Nov 28 that includes your organisation’s donate link]
2. **Give**. On November 28, go to [insert your organisation URL] and donate. You can also support our organisation in these ways [insert link to a blog post that outlines other needs like a wishlist, virtual volunteer opportunities]
3. **Spread the word**. Encourage your friends and family to join you in creating real impact on November 28 by sharing what our mission means to you and why you support our organisation. Make sure to use hashtag #GivingTuesdayAUS and tag us so we can share!

Let's rally together to build stronger communities.

Learn more at [insert your organisation URL]

### To Supporters - Give Today

**Subject line: Together we can**

In this time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. Over the past few weeks and months, the entire world has been coming together to stand up, help out, give back, and heal. Whether that's through donations to community organisations, celebrating doctors and nurses at shift changes, or reaching out to a neighbor to help with groceries, generosity has been helping the entire world get through this global pandemic and post-pandemic era. Together.

{ORG] is participating in GivingTuesday today, the global day of unity and giving. As you know, our organisation [Describe in 2-3 lines the critical work your organisation is doing in your community and how your not-for-profit will be participating]

But we can’t do this without you!

Not only do we need your support, we need your help to spread the word. Please tell your friends and family why you believe in our work and encourage them to support us too!

Join the movement today! [Insert bullet points for how supporters can contribute, details about any special plans you have for today, including links to livestreams, donate pages, social media challenges, etc.]

Thank you for being a part of the [Organisation] team. Together we can [insert your mission].

Name

Title

Organisation

###

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### To Board Members in advance of the campaign

Subject line: |\*FNAME\*|, we need your help!

Hi [board member name],

GivingTuesday is only [x] days away and [organisation name] is starting to plan our big celebration. This is a big day for us, we’re aiming to raise [insert goal or a line about how much you raised last year or how you’re using the day to go big on your kick off for end of year]. This is where you come in. We’re asking all of our board members to help us rally our community and maximize GivingTuesday. Here are some ways that you can help.

* We’ve set a goal to achieve 100% giving by board members on November 28. [Reminder about give/get if applicable]
* Help us organize matching funds for our organisation. Matching funds provide great incentives for both new and existing donors and motivate them to act fast to double their impact on our cause. You can help by contributing to our matching grant pool and asking your networks to contribute too. [Insert some more info about who you’ve reached out to already and some of your ideas about how you’ll organize your match]
* Help us spread the word. Here’s link to a Google Drive with sample emails you can send to your friends and family and sample social media messages for LinkedIn or Facebook. Personalize these messages and share why our mission matters so much to you!
* Please also consider fundraising on our behalf. [insert information about your P2P program]

Thank you, [Name], for your ongoing commitment to [mission]. We simply could not do this without you. Please contact us if you have any questions or need any assets to help with your outreach. Thanks in advance for making GivingTuesday 2023 our best yet!

Sincerely,

[Name][Title]{Org}

## **Sample Press Release**

**How to use this template:**

1. Add your campaign details (as much as you know right now and you don’t have to have everything set) in the press release template below.
2. Be sure to have someone in the contact space who is readily available and responsive
3. Add a campaign name and details of how you want the public to engage in the day.
4. 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.

Contact:

[CONTACT NAME]

[CONTACT ORGANISATION]

[PHONE]

[EMAIL]

[INSERT ORGANISATION NAME] Celebrates GivingTuesday with [INSERT CAMPAIGN DETAILS], joining millions around the world participating in the global generosity movement on November 28, 2023

[INSERT LOCATION] [INSERT DATELINE] – This GivingTuesday, [INSERT ORGANISATION NAME] will inspire generosity by [INSERT TOPLINE DETAILS OF CAMPAIGN].

GivingTuesday is a global generosity movement, unleashing the power of people and organisations to transform their communities and their world. GivingTuesday will kick off the generosity season this year by inspiring people to give back on November 28, 2023, and throughout the year.

[ WHY YOUR ORGANISATION JOINED GIVINGTUESDAY AND DETAILS OF YOUR INITIATIVE INCLUDING GOALS, PARTNERS AND PAST SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM YOUR ORGANISATION’S SPOKESPERSON ON THE ORGANISATION’S GIVINGTUESDAY EFFORTS]

GivingTuesday was launched in 2012 as a simple idea: to create a day that encourages people to do good. Over the past nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

People demonstrate generosity in many ways on GivingTuesday. Whether it’s helping a neighbor or stranger out, showing up for an issue or people we care about, or giving to causes we care about, every act of generosity counts. GivingTuesday has raised billions of dollars for critical causes around the world and gets 21 billion impressions on social media from people and organisations speaking up for the causes that matter to them and encouraging others to get involved in their communities.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year." said Asha Curran, GivingTuesday’s CEO, and co-founder. "With country and community leaders, millions of organisations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world."

Those who are interested in joining [INSERT ORGANISATION NAME]’s GivingTuesday initiative can visit [INSERT URL]. For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org.au), Facebook page (https://www.facebook.com/GivingTuesdayAUS) or follow @GivingTuesAUS and #GivingTuesdayAUS on Twitter.

About [INSERT ORGANISATION NAME]

[INSERT ORGANISATION ABOUT US STATEMENT]

**About GivingTuesday**

[GivingTuesday](http://givingtuesday.org.au/social-media-assets) is a global generosity movement unleashing the power of people and organisations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it’s making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.

Giving Tuesday is backed globally by the Bill & Melinda Gates Foundation, Microsoft, PayPal, and more. The campaign is co-ordinated in Australia by Our Community with minimal financial support.

## **FAQ for Not-for-profits**

### 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 eight years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.

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.

### When is GivingTuesday?

GivingTuesday is held annually and this year on November 28, 2023. It’s held on the same day in most [participating countries](https://givingtuesday.org/global) in the world.

### Who is organising this?

In Australia, GivingTuesday is coordinated by Our Community, a social enterprise dedicated to supporting the 600,000 community organisations in Australia. The movement is organised in partnership with GivingTuesday’s global network of leaders, partners, communities and generous individuals.

### Who can participate?

Everyone! GivingTuesday has been built by a broad coalition of partners, including individuals, families, not-for-profits, schools, religious organisations, small businesses and corporations. There are people and organisations participating in GivingTuesday in every country in the world.

Participating in GivingTuesday is about **joining a movement for generosity**, and there are so many ways to do that. **Whether you give your voice, goods, your time, or your money,** being generous is a way to fight for the causes you care about and help people in need.

### How can people participate in GivingTuesday?

Participating in GivingTuesday means that you’re joining a global movement for generosity and there are so many ways to do that. Whether you give your voice, goods, your time, or your money, **being generous is a way to fight for the causes you care about and help people in need**.

Here are some ideas you might consider:

* Share kindness with your neighbors.
* Volunteer virtually or share your talents
* Give your voice to a cause that matters to you
* Discover a local fundraiser, community drive or coordinated event to join others in your area or with your same interests in giving back -- they need your help. Search for opportunities here
* Give to your favorite cause or a fundraiser to help those in need.
* Use social media to spread the word!
	+ Talk about giving and generosity using the hashtag GivingTuesday
	+ Share our Facebook posts — facebook.com/GivingTuesday
	+ Follow us on Twitter @GivingTuesday and use the #GivingTuesdayAUS hashtag
	+ Follow us on TikTok— GivingTuesday
	+ Instagram — givingtuesday
	+ Snapchat — add/GivingTuesday
	+ Share our social media channels in your organisational and personal social networks
* Announce your participation in GivingTuesday to your networks and email lists
* [Visit our website for more ideas and ways you can get involved.](https://www.givingtuesday.org/individuals)

### What does it cost to participate?

**There are no costs to participating in GivingTuesday**. GivingTuesday is a free and open movement to unleash generosity and all of our resources are available for free through our website.

If your not-for-profit is using a digital fundraising platform, there may be costs associated with the tools you choose to use – check with your technology providers to learn more.

### Does GivingTuesday raise money or collect fees on GivingTuesday?

No, all fundraising activities and the funds raised on GivingTuesday are directed by each participating not-for-profit organisation and processed by the giving platform of their choice.

### How can not-for-profits + community organisations get involved?

You can decide how much you’d like to do during GivingTuesday and what type of activity you’d like to organize. Some organisations host fundraising events while others use the opportunity to reach out to their community with special content, a volunteer event, or to thank their donors.

**Organisations do not receive donations through the GivingTuesday website.** All donations need to be made through your organisation’s donation processing platform of choice. You can choose whatever platform you’d like to use.

One great way organisations can help is to spread the word and encourage your communities and supporters to take action and do good on November 28. Use the hashtag #GivingTuesdayAUS when you post on social media so we can amplify your message.

If you are part of a network or lead a group, think about ways you can rally around a cause and encourage your group to perform acts of kindness and generosity on this day. Share the ideas from our toolkits with your colleagues and decide if there’s a particularly relevant type of activity that showcases your industry, interest, skills or other unique assets

### Questions?

Have questions about GivingTuesday or want to tell us about what you’re planning?

* Contact the team: info@givingtuesday.org.au
* Make sure you’re on our [newsletter list](https://www.givingtuesday.org.au/newsletter) so you get the latest information on upcoming events, webinars, and opportunities.