

# GIVINGTUESDAY

## 2024 Charity Partner Toolkit



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# Welcome to Giving Tuesday!

Thank you for being part of the Giving Tuesday movement, together we can make a world of difference!

Giving Tuesday is a global generosity movement owned by you, the charities & non-profit organisations, who, along with your supporters, volunteers, and donors, make the whole thing happen! It is your enthusiasm, your effort, and your dedication in encouraging and supporting people to do good things that make Giving Tuesday so incredibly successful across the world.

We want to spread the word far and wide so that as many people as possible get involved in celebrating generosity. [Charities Institute Ireland](#) is incredibly proud to champion this cause and hope we can support everyone's efforts and make this year as successful as it can be.

Last year, people continued to show their generosity in all kinds of ways. From showing support by volunteering time as well as financial donations (€1.3M in Ireland), it seems the drive to contribute to important causes hasn't gone anywhere. This sends a clear message that people are still willing to give when and where they can, and it's this generosity that will help the third sector weather the storm and continue providing vital support.

Join us and the hundreds of other charities who are using Giving Tuesday to celebrate and encourage giving in all its forms.

Giving Tuesday is the perfect opportunity for charities like you to:

- Engage with current and new donors,
- Launch or shine a spotlight on your fundraising campaign,
- Raise awareness of your services,
- Celebrate your fantastic donors and volunteers, or
- Share stories from your beneficiaries demonstrating your impact.

In short, it's all about celebrating the amazing work you and other charities do, day in day out, year after year, to help those in need and to make life better.

Please reach out to our team anytime at [info@charitiesinstitute.ie](mailto:info@charitiesinstitute.ie) – we're here to help and would love to hear what you have planned.

## Ready to get going?

We've put together this toolkit to support you in creating and executing a successful Giving Tuesday campaign. This is by no means an instruction manual, but simply some ideas to guide you in making this campaign work for you. There are lots of other resources on the [Giving Tuesday website](#) too, but we've pulled the key things together in this toolkit which provides everything you need to know:

- Giving Tuesday suggested content to share the movement with your supporters, donors, partners, the wider public, your team and board.
- Ideas for getting involved.
- Social media tips.
- Sample campaign timeline.
- Template emails and press releases.
- Giving Tuesday team contact information.

## Some quick details about Giving Tuesday

- This year's Giving Tuesday is Tuesday, 3rd December 2024
- It started in 2012 in the United States as a way to give back after the well-known shopping days of Black Friday and Cyber Monday and has since become a global movement to celebrate and inspire generosity. It's been running in the Ireland since 2020 and now happens in 85 countries
- Anyone, anywhere, can get involved in their own way and give back in a way that's meaningful to them. There's no minimum or limit to how people can do good.
- All types of organisations are welcome to participate. From charities to small businesses and large corporations, schools, religious or sports groups, social enterprises, community groups and more. Organisations (charities, businesses, public bodies, and others) can sign up for free to be a [Giving Tuesday Partner](#).
- While Giving Tuesday is celebrated on 3rd December, your campaign can be longer than one day. We see a lot of campaigns that kick off before Giving Tuesday or that launch on Giving Tuesday and connect to a larger end-of-year or Christmas campaign.
- We do not process any donations. If you are fundraising, all donations will go directly to your organisation through your website, mail, or giving platform – not through the Giving Tuesday site.



## Giving Tuesday 2024

Giving Tuesday provides a platform for your supporters to be involved in so many ways: as well as giving money, they can share stories on social media, talk about the difference your charity has made to them and why they care about a cause, donate to a charity shop, volunteer their time, support a campaign, or fundraise themselves. We are proud and grateful of everything that people do - even if they can't give money right now, there's still something they can do to be involved and we want to celebrate that.



## Five things anyone can do for Giving Tuesday this year!

Everyone is busy and juggling lots of priorities! But being involved in Giving Tuesday can be really simple. Here are five top tips that anyone can do to be part of it for this year:

1. Talk about Giving Tuesday on your social media channels and emails. Share that you are involved and encourage people to take part – and you can use the [ready-made logos and graphics](#) which means it takes no time at all!
2. Look at what has happened in previous years and how others have carried out successful campaigns to get people excited and involved with Giving Tuesday. As well as using Giving Tuesday to encourage people to donate, you can also use it as a day of saying thank you to your supporters, volunteers, and donors. [Take a look here for inspiration.](#)
3. Create a page on your website to share what you are doing for Giving Tuesday – this could be a simple short and snappy blog, or a dedicated webpage, either of which can be used to direct people towards information on what they can do to help.
4. Remember to tell us what you are doing – no matter how small it is. The more ideas we can share the more it will inspire others, and together we can do so much more! Get in touch with us at [info@charitiesinstitute.ie](mailto:info@charitiesinstitute.ie) at any time to talk to us, share your plans, send pictures or ask any questions.
5. If you are a local charity, why not get your community involved – host a bake sale or equivalent. Use this as an opportunity to share your Giving Tuesday message and thank your community for their time and support.



## Ideas to get involved

Giving Tuesday is a great day to collaborate and experiment. As a totally non-prescriptive campaign, you can do absolutely anything for Giving Tuesday; but we know that it can be helpful to have a few tips and suggestions to get your creativity started.

Below are just some examples of ways your organisation can get involved on Giving Tuesday.

### Raise Funds

- Giving Tuesday is a great day to fundraise for your organisation. We've seen many record-breaking giving days come out of Giving Tuesday campaigns. Think about how to engage your supporters in new and meaningful ways.
- Remember that you don't have to reinvent the wheel – consider what methods you use that work well and speak to your audience and use this for Giving Tuesday content as a quick, simple way to raise funds.
- Connect your Giving Tuesday activity to your end-of-year fundraising campaign. Use Giving Tuesday to launch your Christmas campaign, shine a spotlight on it if it has already started or bring attention to how much more you need to reach your target.
- You could also raise the profile of other existing campaigns by elevating the giving message.

### Volunteer

- Organise a donation drive for people to donate goods, clothing and other items to those in need.
- As a charity, arrange a volunteer drop-in session to give people a taster of what it will be like to volunteer for you.
- Work with a corporate partner to organise a volunteering day or longer-term volunteering programme for their staff.

## Collaborate

- Get together with some local organisations or similar cause-related charities to work together to build a community Giving Tuesday campaign.
- Collaborate with a corporate partner to create or designate a Giving Tuesday product to sell on the day to raise funds. Check out the amazing partnership between the [Dogs Trust and fashion brand Radley](#).
- Get your local council to sign up as a Giving Tuesday partner and proclaim Giving Tuesday 3rd December 2024 as a day for giving back in your community. Make this a big press moment and bring the community together to celebrate generosity.



## Share stories and thank supporters

- Giving Tuesday is a great opportunity to say thank you! Whenever you can, ensure you thank your supporters for everything they do. This could be a post or two on social media, a shout-out in your newsletter, or perhaps a hand-written note.
- Keep an eye on what your supporters share as there may be opportunities to elevate them by sharing on your own platforms. You could, for example, share an awareness piece with your own commentary surrounding its relevance to Giving Tuesday and your cause.
- Ask your supporters/donors/corporate partners to share why they support your cause on their personal social channels and repost on your own channels. Of course, ensure you have permission to do so.
- Share stories from your beneficiaries about your work, demonstrating your impact and celebrating your successes to engage with current and new donors.
- Check the #GivingTuesday and #GivingTuesdayIreland hashtags and encourage your supporters to use it on their social media posts too.



## Get Social

- Share photos from past campaigns or volunteer events to teach your followers about how you serve their community. Remember to use the hashtags #GivingTuesday and #GivingTuesdayIreland and tag @GivingTuesIRL so we can reshare your tweets and posts.
- Create a Giving Tuesday video with your volunteers, community or staff. Share on social media using the hashtags #GivingTuesday and #GivingTuesdayIreland – [check out this example for inspiration](#).
- Partner with organisations or sponsors to do a social media fundraising campaign, where a certain amount is donated per retweet, like, or post.
- Create Instagram stories promoting the upcoming day in the weeks leading up to the big day, to keep it fresh in people's minds.
- Call on the audience ahead of Giving Tuesday to send videos of themselves talking about why they donate, with follow-up guidance including information such as 'start the video by stating I give because...'
- Highlight giving time by volunteering, highlighting both the importance and benefits of giving time for making a positive difference.
- Be sure to share your preferred donation collection methods – the simpler, the better.
- Consider using Giving Tuesday to promote upcoming events that you would like to highlight.
- Be explicit about what you are asking of your supporters
- In 2022 Top Oil, corporate sponsor of the Children's Health Foundation, supported the families of sick children by paying for their parking while at Crumlin Hospital.
- You can find us on Twitter @GivingTuesIRL, [LinkedIn](#), [Facebook](#) or [Instagram](#), and we will retweet or share your messages. You can also follow us for the latest news, tools, and graphics for your campaign.

## Social Media Tips

Social media is a key part of Giving Tuesday communications. It's also one of the best ways to engage your donors and community, and to share your organisation's mission and values. For more resources, be sure to download our [free social media assets](#) and [logos](#).

Some sample messages include:

- Twitter: "This year's #GivingTuesday is on 3rd December. Stay tuned for our plans and how you can make a difference! @GivingTuesIRL"
- Facebook: "We're looking forward to 3rd December - this year's #GivingTuesday. Stay tuned for our campaign plans and share how you can make a difference!"
- Instagram: "We're counting down the days until 3rd December - #GivingTuesday. Stay tuned for our plans and share your favourite pics of how you are giving back! #GivingTuesday, @givingtuesday\_ireland"

In the run-up to Giving Tuesday on the 3rd December, we want to hear from you! Share your messages and stories, tell us who and what you are proud of and what can be achieved when people support charities and good causes.

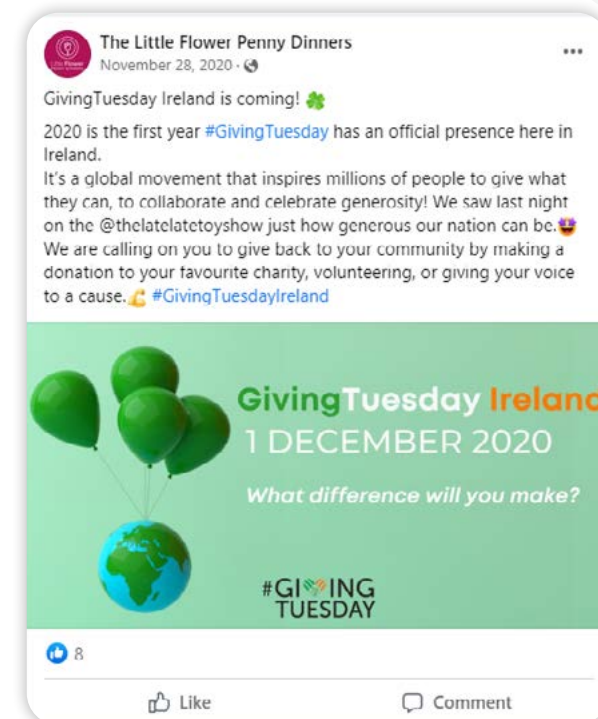
Make sure to use the #GivingTuesday and #GivingTuesdayIreland hashtags and tag us on Twitter @GivingTuesIRL so we can celebrate it too!



## Social Media Examples

### Tip:

Why not use Giving Tuesday as an opportunity to raise awareness for your cause by creating an eye-catching graphic to get your message across? We offer a range of assets and logos on our website or you can create your own.



### Tip:

Highlight exactly what people's donations will help your organisation to achieve- this can help donors feel a sense of accomplishments as they know what their money is going towards, and it also gives you a chance to highlight all the good work you do.



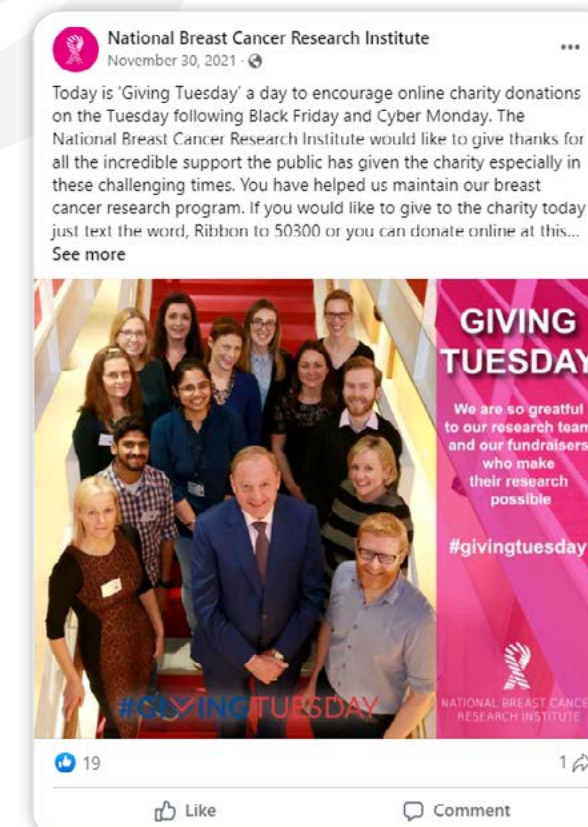
### Tip:

Approach any celebrity supporters or partners to help you make engaging content for Giving Tuesday, such as a short series of videos or simply retweet their support.



### Tip:

Use the day as an opportunity to thank your supporters, volunteers and team for helping make all your good work possible.





## 2024 Campaign Ideas and Timeline

Whether this is the first year you're looking to get involved in Giving Tuesday, or you've been part of it for the last few years, here are some ideas for you and how and when you can get your campaign going. These are all just ideas and tips – not an instruction manual to follow – Giving Tuesday is something you can use in any way that works best for you!

### September (3 months out)

- Check out our current [resources and toolkits](#) and read about [partner activities for ideas and inspiration](#)
- Download the [Giving Tuesday logos](#) to use in your own campaign. All the Giving Tuesday assets and logos are free and available to download. You can amend the assets as much as you want to best suit your brand and organization.
- Think about your campaign plan and goal. Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Map out a team timeline and share internally so that everyone has a shared understanding of what you are planning to do.
- If you are thinking of working with another organisation on your campaign, now is the time to pitch partners and get them on board. Reach out to local businesses, funders, and potential partners and explore ideas.
- Map out your comms calendar for the run-up to Giving Tuesday. When will you announce your campaign? When will you email your supporters / staff/ volunteers? What will your social media look like? Put all of this into a google doc or calendar to get a clear idea of what the campaign will look like.
- Give us a heads up! Share your ideas and plans with us at [info@charitiesinstitute.ie](mailto:info@charitiesinstitute.ie) - we love to hear about what our partners are planning and can use your examples on our website and press work.

### October (2 months out)

- Send a save the date to your supporters and donors. Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has 3rd December marked on their calendar. You can use the [free Giving Tuesday graphics and logos](#).
- Start building the momentum. Begin scheduling regular (2-3 times a week or more) social media messages to talk about your campaign.
- If you are planning an in-person event or celebration on 3rd December, send out invitations!
- Send a 'Save the Date' to your local media contacts for their planning desks.

### November (Final month!)

- Send a "1 Month to Go" email, newsletter and social media messages at the end of October to make sure your board, staff, and community know that we are in the final countdown for Giving Tuesday!
- Go big on social media! There's just 1 month to go — tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #GivingTuesday and tag us @GivingTuesIRL in your messages so we can retweet and share your plans.
- Pitch to your local press. Use our Sample Press Releases for charities below to share your campaign plans with local media. Try to do something visual and memorable so that the press will want to visit you, take photos and write up a story. Perhaps one of your supporters is taking on an unusual challenge in the build up to Giving Tuesday, or you're doing something big on the day itself. Don't forget to include the mention of Black Friday in your press material – remember your campaign embodies the counter-narrative to this time of consumerism.
- Send your press release to your local TDs or councillors. Ask them to support Giving Tuesday as a day that can help all charities in their local area.
- Email reminders to your staff, supporters or volunteers leading up to Giving Tuesday. Make sure they are ready to give on the big day.

### On the day – 3rd December!

- Schedule your posts early – starting to communicate from 8 am is ideal to get traction.
- 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, don't forget to use the #GivingTuesday and #GivingTuesdayIreland hashtags and tag us @GivingTuesIRL in your messages.
- Share supporter posts and celebrate successes!



## After Giving Tuesday – from 4th December

- Send out thank you messages in emails and on social media.
- Share any stories, results, and successes from your campaign. Email the Giving Tuesday team at [info@charitiesinstitute.ie](mailto:info@charitiesinstitute.ie) any interesting findings, high- resolution photos, or announcements we can share.
- Say thank you to your staff, donors, volunteers, partners, faculty and community.
- Continue to use the momentum from Giving Tuesday to boost your end-of-year or holiday campaign.

## December – March

- Keep your donors and supporters updated on the outcomes of your Giving Tuesday campaign – what did you do with the money raised, how are your new volunteers helping your organisation, or what were you able to do with the goods donated. Share the real-life impact of their support.



## Sample emails

### Email 1 – Promote Giving Tuesday before the day itself

#### Subject line – Let's do something amazing on 3rd December

Copy – Giving Tuesday is just around the corner, and this year, we are [insert your goal – fundraising for a new XXX, looking for XX new volunteers etc.], and we can't do it without your generosity. We are so proud that because of kind people like you, we are able to do [INSERT YOUR WORK AND WHAT YOU ACHIEVE HERE].

Giving Tuesday is a day when people and organisations from all over the world come together to support the causes and communities that mean so much to us all.

We are asking you to help us reach our goal on Tuesday 3rd December and make a difference for [INSERT YOUR CAUSE AREA - the children we support / the environment we work to protect / the animals we care for etc.] by [INSERT YOUR ASK FOR YOUR SUPPORTERS – donating / volunteering / writing a campaign letter etc.].

Since Giving Tuesday is all about the power of social media and collaboration, and we would love it if you could share how you are supporting us on your own social media channels. Don't forget to tag us @[INSERT YOUR SOCIAL HANDLE] and @GivingTuesIRL and use the hashtags #Giving Tuesday and #GivingTuesdayIreland.

Together we can make generosity go viral.

From everyone here at [INSERT YOUR ORGANISATION'S NAME], thank you for your continuing support on Giving Tuesday and every other day.

**Email 2 – On the day itself – 7 am**

**Subject line – Giving Tuesday – One day to make a world of difference.**

Copy – Happy Giving Tuesday to you! Together, today we will do something amazing by [INSERT YOUR GOAL].

Please [INSERT ASK FOR YOUR SUPPORTERS WITH LINK].

We are so proud that because of kind people like you, we are able to do [INSERT YOUR WORK AND WHAT YOU ACHIEVE HERE].

Don't forget to share your support on social media tagging us @ [INSERT YOUR SOCIAL MEDIA HANDLE], @GivingTuesIRL and using the hashtags #GivingTuesday and #GivingTuesdayIreland.



**Email 3 – Countdown to the end of the day – send between 5pm and 7pm**

**Subject line – We've only got X hours left on Giving Tuesday to achieve our goal**

Copy – Giving Tuesday will end at midnight, only X hours away. With your support we will reach [INSERT YOUR GOAL] in the next few hours.

Helping us to reach our goal is easy, all your need to do is [INSERT YOUR ASK WITH LINK] and you will help make a world of difference to [INSERT YOUR CAUSE AREA -  
- the children we support / the environment we work to protect / the animals we care for etc.].

We are so proud of your support and the amazing difference it makes for [INSERT PROJECT/CAUSE HERE]

Don't forget to share your wonderful generosity on social media tagging us @ [INSERT YOUR SOCIAL MEDIA HANDLE], @GivingTuesIRL and using the hashtags #GivingTuesday and #GivingTuesdayIreland.



**Email 4 – Thank your supporters and share your impact – 2 options**

Option A (if you reached your goal) - **Subject line – We did it!**

Copy - Thank you so much for helping us reach our goal of [INSERT YOUR GOAL] on Giving Tuesday. We are so proud of your incredible support, which means we will now be able to [INSERT THE IMPACT OF ACHIEVING YOUR GOAL].

We know there are many other charities out there who were also asking for support on Giving Tuesday, and we want to say a special thank you for choosing to support us here at [INSERT YOUR ORG NAME]. We couldn't do what we do without you, your support has made a world of difference.

We look forward to making Giving Tuesday 2025 an even bigger success for [INSERT YOUR ORG NAME]

Option B (if you didn't reach your goal) - **Subject line – What an incredible Giving Tuesday!**

Copy – What an incredible Giving Tuesday we had. Together we were able to [INSERT WHAT YOU ACHIEVED]; we couldn't have done that without your help. Your support means <<we are able to continue / are another step closer to [INSERT YOUR GOAL]>>.

We know there are many other charities out there who were also asking for support on Giving Tuesday and we want to say a special thank you for choosing to support us here at [INSERT YOUR ORG NAME]. We couldn't do what we do without you, your support has made a world of difference.

We look forward to making Giving Tuesday 2024 an even bigger success for [INSERT YOUR ORG NAME]



## Pre-Giving Tuesday press release

<<INSERT YOUR TITLE HERE>>

### HEADLINE:

<<INSERT CHARITY NAME>> joins #GivingTuesday 2024, the global day of generosity on 3rd December

### COPY:

<<INSERT CHARITY NAME>> is thrilled to announce that we're one of the thousands of organisations taking part in this year's #GivingTuesday campaign, to be held on the 3rd December.

The campaign began in America in 2012 as a way to give back after the well-known shopping days of Black Friday and Cyber Monday. The campaign is coordinated in Ireland by Charities Institute Ireland.

On the day in 2023, Giving Tuesday trended No.1 on Twitter, with over €1.3 million donated during the course of the day. There are numerous ways to get involved: donating to charity, volunteering or simply helping a friend, neighbour or family member.

<<INSERT SHORT BIO OF YOUR CHARITY >>

For Giving Tuesday this year, alongside the encouragement for people to give and support charities, there will be a celebration of our shared pride in the amazing generosity that we see all around us - showcasing all the different ways people support charities and communities and highlighting the difference it makes. Giving Tuesday is an opportunity to celebrate generosity and to 'give back' in small and large ways. In 2024, we hope more and more charities, individuals and businesses will take part in this global phenomenon.

<<INSERT QUOTE FROM YOUR CHARITY ABOUT GIVING TUESDAY ACTIVITIES>>

Áine Myler, Charities Institute Ireland CEO adds:

"Giving Tuesday is a great moment for us all to come together to reflect on and celebrate generosity in all its forms. It's an opportunity for charities to acknowledge their staff and volunteers, people can fundraise for a local cause they care about, businesses can offer support by working with a charity partner. There are so many ways to get involved and contribute toward building the better world we all want to live in."

To find out more about Giving Tuesday and how you can get involved, visit: <http://www.givingtuesday.ie>

Notes to Editors:

A global phenomenon, #GivingTuesday has broken successive world records for the most money donated online to charity.

Charities Institute Ireland leads the campaign in Ireland.

- Website: [www.givingtuesday.ie](http://www.givingtuesday.ie)
- LinkedIn: <https://www.linkedin.com/company/giving-tuesday-ireland/>
- Twitter: <https://twitter.com/GivingTuesIRL>
- Instagram: [https://www.instagram.com/givingtuesday\\_ireland/](https://www.instagram.com/givingtuesday_ireland/)



### Thank you!

Your participation means the world to us, and we wish you every success. Good luck with your campaign – and whatever you do, we are proud that you are part of it!

### Need any more help?

The Giving Tuesday team are here for any questions or to talk through your plans and ideas! Email us at any time at [info@charitiesinstitute.ie](mailto:info@charitiesinstitute.ie) and remember to follow us @GivingTuesIRL.

And don't forget to [download our resources here](#)



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