

GIVING TUESDAY

2023 Toolkit for Individuals and Community Groups



Powered by



www.GivingTuesday.ie



Welcome to Giving Tuesday!

Giving Tuesday is an opportunity for you to contribute back to the charities and organisations who have worked hard in your community throughout the year. We want to spread the word far and wide so that as many people as possible get involved in celebrating generosity. [Charities Institute Ireland](https://charitiesinstituteireland.ie) 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.

You can get creative with your giving. Try something new, or something wild, or something challenging. Give how you want to give!

Please reach out to our team anytime at info@charitiesinstituteireland.ie – we're here to help and would love to hear what you have planned.

What is Giving Tuesday?

Giving Tuesday is a global generosity movement, that celebrates and encourages doing good. Giving Tuesday is all about the different ways you can give, you can:

- Volunteer your time
- Give some money
- Campaign for something
- Share your skills
- Fundraise for something
- Donate goods
- Buy something from a charity shop

Giving Tuesday originated in the US as a day to refocus attention following the commercialism of Black Friday and Cyber Monday. It is held the Tuesday after Thanksgiving, this year taking place on Tuesday 28 November 2023. Generosity is what brings people 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. Giving Tuesday emphasizes opportunities to give back to communities and causes in ways that allow people to embody social connection and kindness.

While Giving Tuesday is celebrated on 28th November, your campaign can be longer than one day. We do not process any donations. If you are fundraising, all donations will go directly to your chosen charity partner through their website, mail, or giving platform – not through the Giving Tuesday site.

Ideas to get involved

Raise Funds

- Give money to a local charity or cause close to your heart.
- Organise a fundraising event at work, school or in your community- a bake or jumble sale, a team hike, organise a fun run, do a skydive. Remember to contact the charity you want to raise funds for in advance for more information and read their fundraising guidelines.

Volunteer

- Volunteer your time & skills with a local initiative or charity- tutoring, repairs, IT skills, whatever you can think of!
- Volunteer at a local charity providing services in your community- meals on wheels, delivery, charity shop, tidy towns.
- Check in with elderly neighbours and help by running errands or simply stay for a chat- maybe you will make a new friend!

Get Social

Social media is a key part of Giving Tuesday. It's also one of the best ways to engage with charities and causes you support

For more resources, be sure to [download our free social media assets](#) and [logos](#) for Giving Tuesday.

- Change your Twitter display name to show your support for a charity or cause.
- Add Facebook frame to your profile to show that you're giving back for Giving Tuesday.
- Add an Instagram donate sticker to your story.
- Share what cause matters to you or a story about how someone has inspired you to help.
- Add a favorite charity link to your work or personal email signature and announce your participation in Giving Tuesday to your networks and email lists.
- Post about what you are giving and why using the hashtags #GivingTuesday and #GivingTuesday Ireland.
- Find us on LinkedIn: <https://www.linkedin.com/company/giving-tuesday-ireland/>
- Follow us on Twitter <https://twitter.com/GivingTuesIRL>.
- Instagram: https://www.instagram.com/givingtuesday_ireland/

- Share your plans with the Giving Tuesday team at info@charitiesinstituteireland.ie – 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.

Some sample messages include:

- Twitter: "This year's #GivingTuesdayIreland is on 28th November. Stay tuned for our plans and how you can make a difference! @GivingTuesIRL"
- Facebook: "I feel privileged to be able to give my time to the charity that (INSERT REASON TO BE PROUD). Please give what you can this #GivingTuesday."
- Instagram: "Counting down the days until 28th November - #GivingTuesday. Share your favourite pics of how you are giving back! #GivingTuesdayIreland, @givingtuesday_ireland"



Thank you!

Your participation means the world to us, and we wish you every success. Good luck with your Giving Tuesday plans – 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@charitiesinstituteireland.ie and remember to follow us @GivingTuesIRL.

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



GIVING
TUESDAY

Powered by

