

GIVING TUESDAY

#GivingTuesday is the **world day dedicated to giving**. It is a global movement, an international mobilization for a more generous and supportive world.

#GivingTuesday is a **great campaign** that unites people, non-profit organizations, schools, institutions and companies from all over the world in great common goals: to celebrate and spread the culture of giving.

IDEA KIT FOR COMPANIES

Are you a company want to participate in #GivingTuesday?

In this document you will find ideas for taking part in the initiative.

Why participate in the #GivingTuesday?

- To strengthen the social commitment of your company by participating in a global movement that celebrates solidarity in the world
- To increase visibility and reputation among the national public
- To enhance dialogue with employees by inviting them to participate in a global mobilization

With a gift you can unite the world



Raise awareness of employees, customers and suppliers

Raise awareness among your company's employees, customers and suppliers on the importance of #GivingTuesday by providing spaces of visibility. In particular:

- in the period before and during the day of #GivingTuesday, share the initiative on social networks always using the hashtag #GivingTuesday and sharing the contents of the official social pages of #GivingTuesday
- update your website by dedicating a page to the #GivingTuesday initiative and send it to your mailing lists
- Newsletters to employees, customers, suppliers and contacts to invite them to donate

Support a solidarity initiative and organize an activity

Your company can financially support one or more solidarity projects that participate in the #GivingTuesday.

How?

Through direct donations, match giving or payroll giving programs or by organizing solidarity actions (collection of food, books, clothing ...) in favor of an NGO or volunteering staff time to non-profit organizations.


Share the impact of social responsibility activities with the company stakeholders


Share the impact and results of social initiatives supported by your company on social networks during #GivingTuesday with customers, employees and suppliers through social networks.

Create a contest and choose the solidarity project to support

On the occasion of #GivingTuesday, create a contest on social networks to collect ideas and choose the best solidarity initiative to support from among the projects participating in the initiative and which have uploaded the project to lebanon.givingtuesday.me

Create a contest and choose the solidarity project to support

On the occasion of #GivingTuesday, you can create a crowdfunding campaign with our strategic partner  , the Lebanese fundraiser, by selecting

 GivingTuesdayLebanon in their category listing to be highlighted by them and the Giving Tuesday Lebanon team too.

Share your story @ lebanon.givingtuesday.me

Has your company created or wants to create a project of social utility? Take part in the #GivingTuesday and upload it to lebanon.givingtuesday.me

The Company can freely decide on the contents and activities as long as they are in line with the values of #GivingTuesday.

Personalize your campaign with #GivingTuesday materials

Use the various materials of the initiative such as logo, campaign images, poster, TV spot and press release that you can find in the "Promo Kit" section of the lebanon.givingtuesday.me website and personalize your campaign by enriching it with additional content.

Join #LoveLebanonChallenge

Show your love to our Lebanon by joining the #LoveLebanonChallenge by posting photos of your family, friends, classmates, colleagues in a collage like ours and it's open to all groups, non-profits and for-profits.

You may be featured on this website & our social channels!

Learn more here: <https://lebanon.givingtuesday.me/love-lebanon-challenge/>

These are just a few ideas for attending #GivingTuesday, but there are many more. Let's open our creative and supportive minds and on Tuesday 1 December let's surprise ourselves with many initiatives!

lebanon.givingtuesday.me
lebanon@givingtuesday.me



#GivingTuesdayLebanon
#GivingTuesdayBeirut
#GivingTuesday