

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 NON GOVERNMENTAL AND NON-PROFIT ORGANIZATIONS

Are you an NGO, a voluntary association or a Foundation and 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



Share your story on lebanon.givingtuesday.me

Choose a project from your non-profit organization and promote it on the lebanon.givingtuesday.me portal and through social networks with the hashtags #GivingTuesday #GivingTuesdayBeirut #GivingTuesdayLebanon. Plan a communication campaign inviting donors and volunteers to deepen and support your initiative on the occasion of Giving Tuesday.

Thank your volunteers and donors

On #GivingTuesday, thank your donors, volunteers and partners and remind them how important their contribution is to you. Promote your thanks through social networks with the hashtags #GivingTuesday #GivingTuesdayBeirut #GivingTuesdayLebanon.


Organize an event

Organize an event or connect an action already planned by your organization to #GivingTuesday and promote your initiative on the lebanon.givingtuesday.me portal and through social networks with hashtags #GivingTuesday #GivingTuesdayBeirut #GivingTuesdayLebanon

Create an awareness campaign

Activate an awareness campaign by involving volunteers and supporters of your organization. Ask them to share their experiences and the beauty of giving. Promote your campaign on the lebanon.givingtuesday.me portal and through social networks with the hashtags #GivingTuesday #GivingTuesdayBeirut #GivingTuesdayLebanon

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  **fundahope**, the Lebanese fundraiser, by selecting GivingTuesdayLebanon in their category listing to be highlighted by them and the Giving Tuesday Lebanon team too.

Have you  **fundahope** already planned the Christmas campaign for the #GivingTuesday period?

If you have a Christmas campaign, you can get an extra boost by relaunching it or

launching it during #GivingTuesday #GivingTuesdayBeirut #GivingTuesdayLebanon!

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.

Spread your campaign through your communication channels

Use your communication channels to give visibility to your campaign:

- during the previous period and in particular during the day of #GivingTuesday, share on your social networks the initiative, your social project and / or activity, the way you join and the importance of celebrating it always using the 'hashtag #GivingTuesdayLebanon #GivingTuesdayBeirut #GivingTuesday
- send a newsletter to the organization's contacts
- update your website by dedicating a page to your campaign
- sensitize your donors, volunteers, testimonials and involve them in the dissemination

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!

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#GivingTuesdayLebanon
#GivingTuesdayBeirut
#GivingTuesday