

# 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](https://lebanon.givingtuesday.me)**

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Choose a project from your non-profit organization and promote it on the [lebanon.givingtuesday.me](https://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**

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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**

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


## **Create an awareness campaign**

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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](https://lebanon.givingtuesday.me) portal and through social networks with the hashtags #GivingTuesday #GivingTuesdayBeirut #GivingTuesdayLebanon

## **Create a contest and choose the solidarity project to support**

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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?**

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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**

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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](http://lebanon.givingtuesday.me) website and personalize your campaign by enriching it with additional content.

### **Spread your campaign through your communication channels**

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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

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

[lebanon.givingtuesday.me](http://lebanon.givingtuesday.me)  
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#GivingTuesdayLebanon  
#GivingTuesdayBeirut  
#GivingTuesday