

# 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 VILLAGES, CITIES & REGIONS

Regions and local governments play an important role in promoting philanthropy in society. This document will list some ideas for participating and joining 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**



## **Organize an awareness raising initiative**

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The organization can organize one or more initiatives, freely deciding content and activities as long as they are in line with the values of #GivingTuesday (for example, organizing a conference to raise awareness among citizens on the value of solidarity through the story of local organizations or an event in which involve local cultural and sporting organizations etc). Or if an activity has already been planned, you can dedicate the initiative to Giving Tuesday. Ensure to use the following hashtags #GivingTuesday #GivingTuesdayBeirut #GivingTuesdayLebanon

## **Share your story @ lebanon.givingtuesday.me**

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

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


## **Personalization with #GivingTuesday materials**

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In the "Resources" section of the lebanon.givingtuesday.me website, the various materials of the initiative are available to local administrations: logo, images of the campaign, poster, TV spot and press release. Ensure to use the following 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.

## **Join #LoveLebanonChallenge**

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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/>

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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 on Tuesday 1 December let's surprise ourselves with many initiatives!

[lebanon.givingtuesday.me](http://lebanon.givingtuesday.me)  
[lebanon@givingtuesday.me](mailto:lebanon@givingtuesday.me)



#GivingTuesdayLebanon  
#GivingTuesdayBeirut  
#GivingTuesday