## SAMPLE PRESS RELEASE

##### Contact:

[CONTACT NAME] [CONTACT ORGANIZATION] [PHONE]

[EMAIL]

##### [INSERT ORGANIZATION NAME] is Joining the Global GivingTuesday Movement to [INSERT CAMPAIGN DETAILS]

[INSERT LOCATION] [INSERT DATELINE] – This GivingTuesday, [INSERT

ORGANIZATION NAME] will celebrate giving by [INSERT TOP LINE DETAIL OF CAMPAIGN].

GivingTuesday, taking place December 3rd, is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage giving and to celebrate generosity worldwide. Every year, on GivingTuesday, millions of people across the globe mobilize to show up, give back, and change their communities. The goal is to create a massive wave of generosity that lasts well beyond that day, and touches every person on the planet.

[MORE DETAILED INFORMATION ON WHY YOUR ORGANIZATION JOINED GivingTuesday AND DETAILS OF YOUR GivingTuesday INITIATIVE INCLUDING GOALS, PARTNERS AND PAST GivingTuesday SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM YOUR ORGANIZATION’S SPOKESPERSON]

Founded in 2012, GivingTuesday has inspired millions of people to give back and support the causes they believe in. In just seven years, GivingTuesday has radically changed how we think about generosity and showed just how much power communities everywhere have to create change.

“Giving Tuesday is a global celebration of generosity: a dedicated day of the year when people donate their time, goods, or dollars, or the power of their voice to charities, causes and community groups,” said GivingTuesday director Cathy Truong.

“Since it began in the United States seven years ago, Giving Tuesday has reached more than 50 countries, from Liberia to Mexico. In 2019, China, Germany and Somalia will join in for the first time, and Australia is gearing up for its biggest ever celebrations nationwide.”

Ms Truong said Giving Tuesday had generated more than AU$1.25 billion globally in donations since its inception, and millions of volunteer hours.

“Research shows Giving Tuesday does more than just move donations from one day of the year to another – it brings in money that wouldn't otherwise have been donated,” she said.

“No one owns this movement and organisations across the world have used the day to experiment with a new ideas for fundraising. We hope to see a bit of creativity here as well.”

Those who are interested in joining [INSERT ORGANIZATION NAME]’s GivingTuesday initiative can visit [INSERT SPECIFIC GivingTuesday LANDING PAGE ADDRESS IF AVAILABLE]. For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page (http[s://ww](http://www.facebook.com/GivingTuesday))w.fa[cebook.com/GivingTuesday)](http://www.facebook.com/GivingTuesday)) or follow @GivingTuesday and the #GivingTuesday hashtag on Twitter.

About [INSERT ORGANIZATION NAME]

[INSERT ORGANIZATION BOILER PLATE]

##### About GivingTuesday

GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in the U.S. and in countries around the world. GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world.

**To learn more about GivingTuesday participants and activities or to join the celebration of giving, please visit:**

**Website:** [www.givingtuesday.org.au](http://www.givingtuesday.org.au)

**Facebook:** [www.facebook.com/GivingTuesdayAUS](http://www.facebook.com/GivingTuesdayAUS)

**Twitter:** [**www.**twitter.com/GivingTuesAUS](http://www.twitter.com/GivingTuesAUS)