



GI  ING TUESDAY
AUSTRALIA

The 2019 Complete Toolkit

Thank you for joining #GivingTuesdayAUS. We expect that the 2019 GivingTuesday campaign, under new leadership in Australia, will be bigger and better than ever.

Your organisation can use the following resources to promote your GivingTuesday campaign plans for December 3, 2019.

You can contact our team any time at info@givingtuesday.org.au with questions or to share your announcements and plans for Giving Tuesday.

We've put together this toolkit to provide you with all the resources you need to plan a successful GivingTuesday Australia campaign.

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1. GivingTuesday background and key messages

Background

- This year's GivingTuesday falls on Tuesday, December 3, 2019.
- GivingTuesday is a global movement that started in 2012. Since then, we've seen campaigns happen in almost every country in the world.
- GivingTuesdayAUS has renewed vigour in 2019. It's been operating since 2013 in small pockets of the Australian community sector. In 2019, we're investing more energy and drive than ever before to put #GivingTuesdayAUS up there with the best GivingTuesday campaigns in the world.
- Anyone, anywhere can get involved and give back in a way that's meaningful to them. There are no upper or lower limits on how people can do good.
- All types of organisations are welcome to participate. From schools to not-for-profits, from councils to small businesses, corporations, and more. There are plenty of international case studies and examples to show how your organisation can get involved.
- GivingTuesday campaigns can take place on more than just a single day. While GivingTuesday is celebrated on December 3 this year, your campaign can be much longer than a single day. Campaigns can kick off before GivingTuesday or launch on December 3 and connect to a larger end-of-year or holiday campaign.
- We do not process any donations or manage the administration of non-financial giving. If you are fundraising, all donations will go directly to your organisation through your website or online donation platform – not the GivingTuesday Australia site. The same applies to your volunteer programs, collections of goods, and advocacy programs.
- There are no fees or mandatory registrations. GivingTuesday Australia is a movement that everyone is welcome to join. To make the most of it, however, we do encourage you to register [here](#), so that we can stay in touch to let you know about new tools and opportunities and promote your giving activities.

Key messages

GivingTuesday is co-owned by those who participate. You are a driver of this movement in Australia as much as any other participant in the campaign. As such, we encourage you to be an ambassador and integrate the following key messages into your GivingTuesday communications with your team, board, donors, and the wider Australian public:

- GivingTuesday is a global giving movement that has been built by individuals, families, schools, organisations, businesses and communities in countries around the world.
- GivingTuesday is an opportunity to give back to the organisations making a difference in people's lives.
- For one day each year, individuals, communities and business come together to give their time, money, goods or voices to celebrate and thank Australian not-for-profits.
- Together, people are creating a new annual giving ritual. GivingTuesday is the opening day of the giving season.
- Every act of generosity counts, and each act means even more when we give together, as Australians and as global citizens.
- Everyone has something to give. You can give time, money, goods or your voice – large or small. You might give something as simple yet profound as an act of kindness.

2. How to get involved

Your organisation can celebrate GivingTuesday on its own or collaborate with others to create a community campaign.

Remember, it's not mandatory to register for GivingTuesday, as there are no fees or prescribed "rules" involved. However, if you do [register](https://www.givingtuesday.org.au) your organisation on the website www.givingtuesday.org.au, you'll receive updates on ideas, trends and tips related to crafting and launching your GivingTuesday initiative. And we'll publish your organisation's name to show others that you're involved.

If your organisation is closely linked to a regional town or tight-knit neighbourhood, community campaigns are a great way to celebrate GivingTuesday with other not-for-profit organisations, schools, businesses or agencies in your area. Community campaigns work to elevate the importance of your cause, and typically raises more goodwill in the community. In 2018, more than 150 US cities and towns led their own GivingTuesday community campaigns. You can find some ideas in the [community campaign](#) booklet on our website.

GivingTuesday is a great day to experiment. Since 2012, the global movement has seen incredible creativity from the community. In fact, 82% of participating organisations in 2017 reported that they used GivingTuesday to try something new.

As GivingTuesday is a new day in everyone's calendar, it doesn't come with preconceived ideas, so take the opportunity get creative with your giving campaign. Try something new, or something wild, or something challenging. Take the opportunity to craft something fresh, to re-invigorate your supporters, and to give them another reason to love what you do and continue to give to you.

Below are some examples of ways your organisation can get involved in GivingTuesday.

Give time

Create volunteering opportunities for your supporters, either as individuals or as part of a larger team event with friends, staff or neighbours.

Organise a volunteering event for December 3, 2019. Yes, it's a Tuesday, which means many people will be at work, but you can organise a volunteering event:
at a workplace, with one of your key business supporters
at your offices during the day, for people who are not working in paid employment that day
in the evening, when many people will be free for two or three hours.

Organise GivingTuesday as a day for your volunteers to pledge their commitment to you for program activities you have planned for 2020. Set up a phone bank, and have your volunteers call all your supporters on December 3, 2019.

Many volunteers make exceptional contributions of their time and expertise. They're the unsung heroes of many organisations. GivingTuesday is an opportunity to them for all their hard work for the year.

Give money

If you're a school, charity or grassroots not-for-profit, GivingTuesday is a great day to fundraise for your organisation. Internationally we've seen many record-breaking giving days come from GivingTuesday campaigns. GivingTuesday is a day when the rest of the nation is talking about generosity and giving, so take the opportunity to create a fundraising campaign.

You could run an intensive 24-hour campaign that includes matched giving, personal or team challenges, social fundraising, an online auction or raffle, or a combination of these.

You could connect your GivingTuesday activity to your end-of-year or holiday campaign. Use December 3 to kick off your campaign and close it off when Australia goes on holidays on December 24.

You could use GivingTuesday to launch a workplace giving program in your community, promoting it to local businesses so you can capture their support in the months and years ahead.

There are some brilliant examples of different fundraising campaigns on the GivingTuesday website in the various [case studies](#).

Give goods

Giving goods for a clear and specific purpose, whether they're new or pre-loved, can be an incredibly powerful way to get involved with GivingTuesday.

If you need donations of new or secondhand goods, you could open your doors that day and ask your community to drop things into you. Or arrange for them to be collected at a central community point such as a school, library or community hall.

Approach businesses who can support you in a "buy one, donate one" program for GivingTuesday, such as warm meals for your beneficiaries, clothing, or health and hygiene products.

Or engage organisations and groups in your area (sports, Scouts, Landcare) to run a donation drive for you.

Give voice

Make GivingTuesday a day when you get your supporters, who believe in your mission, to speak up about it. Mobilise them to write an email or post to social media and spread the word.

Create your own hashtag. We've seen #GivingZooDay, #GivingTreesDay, #GivingShoesDay, #iGiveCatholic, and more. Have fun creating your own twist on #GivingTuesday.

Produce a GivingTuesday video with your staff to let everyone know what you do and why. You and your supporters can share on YouTube, Facebook and other social media using the hashtag #GivingTuesdayAUS.

Celebrate the generosity of your community heroes and service leaders, and simply say thanks, on social media and through your local press.

Contribute to the broader GivingTuesday movement by branding your personal and organisational social media accounts with GivingTuesday graphics, and be an ambassador for giving.

3. Social media tips

Social media is a key part of GivingTuesday communications. It's also one of the best ways to engage your donors and community, and to share your organisation's mission and values.

Remember to use the hashtag #GivingTuesdayAUS on social media when talking about your campaign. This will let us know that you're participating in Australia. And feel free to use the general #GivingTuesday hashtag as well.

Our team is always online and would love to retweet and share your campaign updates, even in the months leading up to December 3. We are happy to help spread awareness about your campaign on social media. All you need to do is tag us in your post.

You can find us on Twitter via @GivingTuesdayAUS, and on Facebook at <https://www.facebook.com/GivingTuesdayAUS/>. Follow us for the latest news, tools and graphics to use in your campaign.

Here are some sample messages your organisation might like to use:

Twitter: "This year's #GivingTuesday is on December 3, 2019. Stay tuned for our plans and find out how you can make a difference. @GivingTuesdayAUS #GivingTuesdayAUS"

Facebook: "We're looking forward to December 3, 2019 – this year's #GivingTuesdayAUS. Stay tuned for our campaign plans and find out how you can make a difference this #GivingTuesday."

Instagram: "We're counting down the days until December 3, 2019 – #GivingTuesday. Stay tuned for our plans and share your favourite pics of how you are giving back! #givingtuesdayAUS #givingtuesday #giving #dec3"

4. Sample campaign timeline

You've signed up for GivingTuesday – now where do you start? This timeline will help you. Your organisation's campaign plan ideally looks something like this:

Month	To do
Whenever you start	Register your organisation and download GivingTuesday Australia resources on our website
July	Set your GivingTuesday goal and strategy
August	Announce your campaign and share it with your staff and close supporters
September	Develop details of your plan and engage your network
October	Start your social media campaign and tag your posts with #GivingTuesdayAUS
November	GivingTuesday is almost here – get ready!
December 3	GivingTuesday is here
December 4 and onwards	Thank your supporters, and boost your end-of-year campaign

Note: This timeline makes for a great GivingTuesday campaign at any scale. However, if you're hyper-efficient, or running a very small campaign, or passionately enthusiastic (as many Australian community groups are), you could pull together a campaign as late as November 2019.

Step-by-step, a more detailed plan might look something like this:

July 2019 (4+ months out)

Make sure you've registered for GivingTuesday Australia at www.givingtuesday.org.au/register. This means we can send you the latest updates and news, and promote your campaign. You can register any time right up until December 3, 2019.

Download the case studies and toolkits relevant to your organisation.

Download the logo files.

This is the time to dive into the resources provided, reflect on what might be possible for your organisation or community, and float some ideas.

Have a staff meeting and select from the enthusiasts within the team to work on your GivingTuesday campaign.

August 2019 (3+ months out)

Set a goal and a basic strategy for your campaign. Would you like to recruit more volunteers? Get more social media followers? Raise more money?

Think about a match. If you are organising a fundraising campaign, talk to donors about providing matching grants or challenge grants to build extra excitement on GivingTuesday. If you're thinking of working with another organisation on your campaign, now is the time to pitch to potential partners and get them on board. Get in touch with local businesses and funders, and explore ideas.

September 2019 (2+ months out)

Map out a timeline, figure out what resources you need, and share internally with your staff. If you need to engage the support of your network, now is the time to include them. Confirm assets and graphics you will be using for your campaign. You are welcome to use or re-create the GivingTuesday Australia logo to represent your campaign.

Map out your communication calendar for the next few months:

When will you announce your campaign? When will you email your supporters?

When will you start your social media campaign? What will it include?

Think about your evaluation strategy. How will you track and measure your campaign against your goal? How will donations come in on the day? What would you like to learn from your campaign? Find a team member to oversee this evaluation and use the resources on the GivingTuesday website to determine how you will track, measure and share the results from your campaign.

October 2019 (1+ month out)

Build a drumbeat. Start scheduling regular social media messages (two or three per week, at least) to talk about your campaign.

Send a save-the-date invitation for your campaign.

Talk to your local council about publicising December 3, 2019, as GivingTuesday.

Get in touch with other organisations holding GivingTuesday campaigns in your area and find out whether you can support them, work together, share resources, etc.

Pitch to your local newspaper, TV or radio – especially if you are in a regional part of Australia. Use the press release template provided below to share your campaign plans with local media.

November 2019 (Weeks out)

Send out “xx weeks to go” emails, newsletter articles and social media messages to make sure your board, staff, and community know that GivingTuesday is just around the corner.

Repeat this a couple of times throughout November.

If you are planning an in-person event or celebration on December 3, send out invitations.

Go big on social media. There’s less than a month to go, so tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #GivingTuesdayAUS in your messages so we can retweet and share your plans.

Continue pitching to local media, particularly if your campaign is already running.

December 3 – GivingTuesday!

Update your community about your campaign throughout the day itself.

Share information on how you’re tracking against your goal and use the buzz and momentum of the day to build excitement.

Remainder of December (the month after)

Send out thank you messages in emails and on social media. Share initial results.

Report final results from your campaign. Email the GivingTuesday Australia team at info@givingtuesday.org.au with any interesting findings, high-resolution photos, or announcements we can share. We’d love to celebrate with you.

Say thank you to your staff, donors, volunteers, partners and community.

Continue to use the momentum from GivingTuesday to boost your end-of-year or holiday campaign.

5. Frequently asked questions

When is #GivingTuesdayAUS? Globally, GivingTuesday is held annually on a Tuesday in late November or early December. The date changes every year. In 2019, GivingTuesday falls on December 3.

How can GivingTuesdayAUS benefit my organisation? The GivingTuesday movement is centred on generosity and giving. It creates an opportunity for Australians to express their generosity and give to organisations such as yours. By getting involved, you can build on the strength of a global movement to increase exposure and build support for your organisation's activities, especially during the holiday giving season.

The GivingTuesday Australia team provides:
a variety of resources and toolkits to help you to get your campaign ready
reminders and alerts for campaign planning
information about what is happening in other parts of Australia, so you can hook into good ideas with minimal effort
social media and innovative marketing to draw attention to your cause
Your organisation will have the opportunity to join hundreds of thousands of organisations around the world to enhance the community sector as a whole.

Who can participate? Everyone! GivingTuesday has been built by a broad coalition of partners, including individuals, families, not-for-profits, charities, community organisations, schools, religious organisations, small businesses and corporations across the globe and across Australia.

What can my organisation do to be involved in GivingTuesday?

Interested in participating? It's easy! We ask that partners use GivingTuesday to celebrate and incentivise giving, by creating opportunities for Australian to give time, money, goods or voice in their communities.

How much does it cost to participate in GivingTuesday? GivingTuesday is a free and open movement designed to encourage giving. All resources on the GivingTuesday Australia website are free to use. Registration is optional and free.

Can organisations collect donations through the GivingTuesday website? No.

GivingTuesday is a movement. GivingTuesday Australia is not an organisation and it does not accept or distribute donations. All online donations need to be made through your organisation's website or online donations platform (e.g. GiveNow, EveryDayHero, Chuffed, Raisley, MyCause). Official partners are responsible for their own fundraising initiatives.

Can my organisation use the GivingTuesday logo? Yes! You are welcome to use the logo to help promote your GivingTuesday campaign. You are also welcome to adapt it to suit your campaign. [You can download the logos here.](#)

How can I help spread the word on social media?

Talk about giving using the hashtag #GivingTuesdayAUS.

Like us on Facebook — www.facebook.com/GivingTuesdayAUS

Tag us on Twitter (@GivingTuesdayAUS) and use the hashtag #GivingTuesdayAUS

Announce your participation in #GivingTuesdayAUS to your networks and email lists

6. Team contact information

You can contact the Australian GivingTuesday team on:

Email: info@givingtuesday.com.au

Phone: 03 9320 6820

Facebook: www.facebook.com/GivingTuesdayAUS

Instagram: www.instagram.com/GivingTuesdayAUS

Twitter: @GivingTuesdayAUS