

# GivingTuesdayNow

## FAQ

May 5, 2020

### What is #GivingTuesdayNow?

- [#GivingTuesdayNow](#) is a global day of giving and unity, set to take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. The day is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world. It's a day when we can all come together and give back in all ways, no matter who or where we are.

### Who is organizing this?

- #GivingTuesdayNow is organized by [GivingTuesday](#), in partnership with its global network of leaders, partners, communities and generous individuals.
- GivingTuesday is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world.
- Our ultimate goal is to create a more just and generous world, one where generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.

### What is GivingTuesday?

- GivingTuesday is a global generosity movement that unleashes the power of people and organizations to transform their communities and their world.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past seven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.

- GivingTuesday's global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life.

## Does this mean there won't be a GivingTuesday giving day later in the year as in other years?

- #GivingTuesdayNow is a specific emergency event that we are launching as a response to COVID-19. **It doesn't change our plans for our traditional GivingTuesday event that will happen on December 1, 2020** the Tuesday after Thanksgiving.

## Who can participate?

- Everyone! GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organizations, small businesses and corporations. We anticipate there will be people and organizations planning and participating in #GivingTuesdayNow activities in every country in the world. Whether you give your time, money, voice, talent, action, or kindness--you can participate!

## How can I participate in #GivingTuesdayNow?

- Participating in #GivingTuesdayNow is about joining a global movement for generosity in this unprecedented time of need, and there are so many ways to do that. Whether you give your voice, goods, your time, or your money, being generous is a way to fight for the causes you care about and help people in need.
- You can join in this global movement for unity and giving back in a variety of ways:
  - Discover a local fundraiser, community drive or coordinated event to join others in your area or with your same interests in giving back -- they need your help. Search for opportunities here
  - Give to your favorite cause or a fundraiser to help those in need.
  - Share kindness with your neighbors (link to examples)
  - Show gratitude to healthcare workers, service providers, and other essential workers who are making sure we still have the services we rely on, even at risk to their own health. (link to examples)
  - Use social media to spread the word!
    - Talk about giving and generosity using the hashtag #GivingTuesdayNow

- Share our Facebook posts — [facebook.com/GivingTuesday](https://facebook.com/GivingTuesday)
- Follow us on Twitter @GivingTuesday and use the #GivingTuesdayNow hashtag
- Follow us on TikTok— GivingTuesday
- Instagram — [givingtuesday](https://givingtuesday)
- Snapchat — [add/GivingTuesday](https://add/GivingTuesday)
- Share our social media channels in your organizational and personal social networks
- Announce your participation in #GivingTuesdayNow to your networks and email lists
- [Visit our website for more ideas and ways you can get involved.](#)

## What does it cost? What if I don't have any money

- There are no costs to participating in #GivingTuesdayNow. GivingTuesday is a free and open movement to unleash generosity in response to the unprecedented need caused by COVID-19. All of our resources are available for free through our website.
- If your nonprofit is using a digital fundraising platform, there may be costs associated with the tool you choose to use – check with your technology providers.
- If you are an individual who wants to give back, there are many ways to do so. #GivingTuesdayNow is about giving of all types -- some may choose to give a financial contribution to their favorite cause or a fundraising drive, others will opt to reach out to neighbors, start an advocacy campaign, donate goods or extra supplies, share gratitude to frontline workers and those keeping us safe. If you can show generosity and share kindness, you have something to give!

## I want to give back, help my neighbors and volunteer, but how can I do that safely?

- #GivingTuesdayNow is focused on ways to give back and bring communities together safely. We encourage individuals and organizations to adhere to public health guidelines and physical distancing to help reduce the spread of the virus and flatten the curve.
- There are many ways people can give back and communities can organize while still staying safe. We've been sharing some of these ideas in our daily text message campaign ([check out the archive here](#)) and check out our Ideas page on our [website](#) for more inspiration.

- There is no reason that our physical separation means we can't provide the financial, emotional and social supports that nurture our families and communities. We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others. Embrace your power to be a beacon for others, and act.
- For more ideas, [visit our website](#) or [sign up for GivingTuesday Daily Generosity alerts](#) to get ideas and inspiration each day for ways to show kindness and give back while staying safe.
- #GivingTuesdayNow will share specific opportunities for individuals to participate in local, regional and country campaigns as well as ideas they can take and use for individual action or to rally their family, friends, neighbors, coworkers and networks to do good.

## I lead an organization/company/community/network -- how can I help?

- Great! First, thank you for your leadership -- it's an important asset for responding to this crisis. We need your influence and voice to rally your networks, constituents and communities to stand together and act generously.
- Great! First, thank you for your leadership -- it's an important asset for responding to this crisis. We need your influence and voice to rally your networks, constituents and communities to stand together and act generously.
- As a nonprofit or community organization, there's no need to register and everyone can participate. You can decide how much you'd like to do during #GivingTuesdayNow and what type of activity you'd like to promote. Some organizations host fundraising events, while others use the opportunity to reach out to their community with special content, or to thank their donors.
- One great way organizations can help is to spread the word and encourage your communities and supporters to take action and do good on May 5. Use the hashtag #GivingTuesdayNow when you post on social media so we can amplify your message.
- If you are part of a network or lead a group, think about ways you can rally around a cause and encourage your group to perform acts of kindness and generosity on this day. Share the ideas from our toolkits with your colleagues and decide if there's a particularly relevant type of activity that showcases your industry, interest, skills or other unique assets.
- Lead a business and want to get involved? Let's talk. There are many ways you can partner with organizations that align with your goals and community

outreach to help add resources to their efforts, promote giving, and engage employees and customers to foster connection and increase giving.

## My organization typically participates in GivingTuesday later in the year, do I have to do both?

- We recognize that the needs and responses in every community are unique, and every place is in a different stage of the COVID-19 crisis, so we want to emphasize that no one has to participate in this emergency day if it does not feel appropriate to your local needs.

## Is GivingTuesday raising money or collecting funds on #GivingTuesdayNow?

- No, GivingTuesday is organizing this event in partnership with our global network of nonprofits, communities, leaders, businesses and funders, and individuals who want to give back. Individual organizations may host fundraising drives in conjunction with #GivingTuesdayNow, but the fundraising activities and the funds raised are directed by the individual organization and deployed by the giving platform of their choice.