

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.

“When GivingTuesday launched in the US in 2012, we believed that technology and social media could be used to make generosity go viral,” said Asha Curran, GivingTuesday’s CEO and co-founder. “We believed in the idea that people fundamentally want to give and to talk about giving; and that the social sector had the capacity to show more innovative leadership, creativity, and collaboration. People and organizations around the world proved us right. As we prepare for December 3, we’re energized and encouraged by the community’s generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal.”

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 (<https://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

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTuesday

Instagram: [instagram.com/GivingTuesday](https://www.instagram.com/GivingTuesday)