

# GIVINGTUESDAY

The World's Largest Generosity Movement



## Mayors Toolkit



November 29, 2022



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## Who is this toolkit for?

This toolkit is for local community leaders or citizens that want to ask their civic government to rally behind GivingTuesday. This will provide you with the resources you need to have your Mayor make a GivingTuesday proclamation in your town or city - officially designating a "Day of Giving".

In this toolkit, you'll learn what a mayoral proclamation is, why to request one, and how we can support your efforts with our many available resources. We hope these materials will help you embrace GivingTuesday in a way that is most meaningful to your community and your city.

## What is GivingTuesday?

GivingTuesday is the world's largest generosity movement. It was created in 2012 as a simple idea: a day that encourages people to do good: make someone smile, help a neighbour or stranger, show up for an issue you care about, or give some of what you have to those in need. Over the past nine years it has since grown into a global movement, unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday is a time when Canadians, charities, and businesses come together to celebrate giving and participate in activities that support charities and non-profits; to thank, help, give, show kindness, and share what they have with those in need.

Every act of generosity counts. Everybody has something to give.



# Is GivingTuesday successful?

*"Around the world, #GivingTuesday is a grassroots movement that illustrates the impact we can have when we all pull together. The investments we make—in both time and funding—can help solve the urgent problems of today and will make the next generation stronger."*

- President Barack Obama

Last year, millions of Canadians came together (from a distance) across the country. Within each community, acts of kindness and giving showcased our resiliency and generosity of spirit! Here are a few highlights:

## GIVINGTUESDAY

Nov 30th, 2021 Highlights



Together we inspire generosity



80 countries around the world celebrated GivingTuesday



40+ Canadian community movements and millions of people participated



1.2 Billion media impressions in Canada



43 million raised online in Canada (in 24 hours across all reporting platforms)



51 puppies and dogs rescued, Collingwood



464 Scouts participated in acts of kindness across Canada



CN Tower and Niagara Falls lit up in #GivingTuesdayCa colours



600 pounds of food donated to help the needy, Sault Ste. Marie



800 ducks sponsored for wetland conservation #GiveADuck



30,600 COVID test kits assembled by volunteers, Nova Scotia



3,000 stockings stuffed with gift items for kids and seniors, Waterloo



24 turkeys donated for families in need, Edmonton



23 needy kids sponsored for summer camp, Montreal



18,600 personal giving pledges on CanadaHelps.org



7 new prosthetic hands for amputees in need, Victoria



22 organizations participated in the first #GivingBlack campaign



Save the date  
Nov 29th, 2022





There were more than 40 official GivingTuesday community movements in 2021

## What is a Mayoral Proclamation?

Proclamations are typically issued by a Mayor to recognize the importance of a community event, significant achievements by community members, or to signal a city's role in significant national events.

Proclamations may be read at a City Council meeting or at a community event, depending entirely on the schedule of the Mayor. Proclamations are often posted on the City's website. Original signed proclamations will be provided to the requesting party (sometimes these must be received in person at City offices).

### Why request a Mayoral Proclamation in your City?

- It's an opportunity to meet and greet – and have a photo with – your Mayor and/or other city representatives
- You can become a GivingTuesday Ambassador for your city and help establish GivingTuesday as a national day of giving
- Help your city celebrate philanthropy, volunteerism, and community service
- Get your city government more involved in local causes

# What will GivingTuesday offer your City?

GivingTuesday can help support your community movement in many ways:

- An opportunity for citizens to give back to their community
- Connect citizens with local causes
- Build and strengthen partnerships across sectors
- Tell your city's giving stories to new audiences and bring attention to philanthropic commitments during the holiday season
- The strength of a national "umbrella" and unified message that upholds and supports many individual efforts. GivingTuesday harnesses the power of a collective voice to make a difference.
- The benefits of the giving community coming together under a common theme and set of messages. Just as the retail world benefits from coordinating national shopping days across many brands and platforms, GivingTuesday does the same thing.





## What are other cities doing?

In 2021, more than 40 Canadian communities from coast to coast to coast embarked on organized movements. Mayors from Halifax to Vancouver proclaimed November 30<sup>th</sup>, 2021, as "GivingTuesday". These civic movements created a platform for a deeper level of engagement between charities, businesses, and local residents.

Cities across North America are making GivingTuesday proclamations and encouraging their citizens to get involved. It's a great way to make GivingTuesday work for communities... and it's surprisingly easy!





# Steps to Request a Mayoral Proclamation for GivingTuesday

1

Visit your city's website. Some city websites will have a section on "How to request a Mayoral Proclamation" like [this one](#). Some will even have an online Mayoral Proclamation Request form on their website. If they do not have an online request section, send an email request to your Mayor – most Mayors will have their contact information, including their email address, on the city's official webpage (see our sample email below).

2

If response is positive, they may request you to send a draft of a sample proclamation; see our sample proclamation below).

3

They may invite you to attend a meeting to accept the proclamation on behalf of GivingTuesday – which is a fantastic photo opportunity! It would be great to invite other GivingTuesday partners in the area to take part as well.

4

GivingTuesday ambassadors who spearhead the action to receive a Mayoral Proclamation in their City are welcome to display the official Proclamation in their organization.

## Let us know about your success!

Share your achievement with the GivingTuesday team so we can help you spread the word about your city's involvement



# Sample Outreach Email

The following email offers ideas and language you can use as part of your outreach to your Mayor for GivingTuesday. Feel free to copy, paste, or adjust as you see fit for your organization as you communicate about your involvement with GivingTuesday.

GIVINGTUESDAY: WHEN [NAME OF CITY] GIVES AS GOOD AS IT GETS

Dear \_\_\_\_\_,

This year, on Tuesday, November 29, 2022, we are part of a call to action that will change the calendar and help make history. We are celebrating a day dedicated to giving -- when charities, families, businesses, community centers, students, retailers and more will all come together across Canada for GivingTuesday -- a global movement to celebrate generosity and encourage more, better, and smarter giving during the Holiday Season, that we are proud to be part of.

Last year, **Mayors throughout North America** formally endorsed GivingTuesday. The **Governor General** also publicly supported GivingTuesday.

In 2021, more than **7,000 partners** participated in Canada. Through the power of social media, millions of people spread the word resulting in milestone trending on Twitter, and we received tens of millions of media impressions. The movement has also resulted in a significant increase in donations to Canadian charities.

As a GivingTuesday partner from the City of \_\_\_, we would like to respectfully request that the City of \_\_\_ officially proclaim November 29, 2022 as GivingTuesday.

The City of \_\_\_ can really help to make GivingTuesday into something that will change the way we think about generosity and community service for generations to come.

The campaign provides a framework and ideas for people to choose their own best way to contribute to their communities and will provide the citizens of \_\_\_ with an opportunity to share their giving stories.

For additional information, please visit our website at [www.givingtuesday.ca](http://www.givingtuesday.ca).

It would truly be an honor to have the City of \_\_\_ formally proclaim GivingTuesday as a day of giving. Thank you for considering our request.

# Sample GivingTuesday Proclamation

WHEREAS, GivingTuesday was established as a national day of giving on November 29, 2022; and

WHEREAS, GivingTuesday is a celebration of generosity and volunteerism where people give whatever they are able to give; and

WHEREAS, GivingTuesday is a day where citizens work together to share commitments, rally for favourite causes, build a stronger community, and think about other people; and

WHEREAS, it is fitting and proper on GivingTuesday and on every day to recognize the tremendous impact of philanthropy, volunteerism, and community service in the CITY OF \_\_\_\_\_; and

WHEREAS, GivingTuesday is an opportunity to encourage citizens to serve others throughout this holiday season and throughout the year.

NOW, THEREFORE, I, \_\_\_\_\_, Mayor of the City of \_\_\_\_\_, do hereby proclaim November 29, 2022, as

## GivingTuesday

in the City of \_\_\_\_\_, and encourage all citizens to join together to give back to the community in any way that is personally meaningful.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of \_\_\_\_\_, [PROVINCE], to be affixed this 29th day of November 2022.



# We're here to help

Connect with us and join the #GivingTuesday conversation

Email: [info@givingtuesday.ca](mailto:info@givingtuesday.ca)

Website: [www.givingtuesday.ca](http://www.givingtuesday.ca)

TikTok: [@givingtuesdayca](https://www.tiktok.com/@givingtuesdayca)

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

Facebook: [@givingtuesdaycanada](https://www.facebook.com/givingtuesdaycanada)

Twitter: [@GivingTuesdayCa](https://twitter.com/GivingTuesdayCa)

LinkedIn: [GivingTuesday Canada](https://www.linkedin.com/company/GivingTuesdayCanada)

# Frequently Asked Questions

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## What is GivingTuesday?

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. The idea caught on and has grown around the world, inspiring hundreds of millions of people to give, collaborate, and celebrate generosity.

GivingTuesday was founded in 2013 in Canada by CanadaHelps.org, GIV3 and several other [founding partners](#). GivingTuesday now has active movements in more than 80 countries, collaborating year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life. Visit the Global GivingTuesday site ([givingtuesday.org](https://givingtuesday.org))

## When is GivingTuesday?

It can be every Tuesday ([#GivingEveryTuesday](#)), but our global GivingTuesday celebration event will take place on November 29, 2022.

## Is GivingTuesday just one day?

Generosity is a lifelong commitment to think of others and our communities as well as ourselves. While our global celebration event will take place on November 29, 2022, the most successful GivingTuesday campaigns are planned and launched weeks before the actual day, and many last until the end of December.

We encourage giving back throughout the year, whether through donations, volunteering or in whatever other ways we can. [#GivingEveryTuesday](#) was born when people started asking, what if every Tuesday was GivingTuesday? [#GivingEveryTuesday](#) a series of weekly opportunities to come together to give, volunteer, and show kindness in shared moments with communities, causes and countries around the world. It's another way the world comes together to inspire people to do good all year round.



## Who organizes GivingTuesday?

GivingTuesday is a free and open movement, unleashing the power of generosity to transform communities and the world. The movement is organized by a global network of country leaders; in Canada the movement is led by CanadaHelps.org with support from the Rideau Hall Foundation and includes thousands of participating organizations. The Canadian movement has prospered thanks to a growing network of community movements with dynamic leaders all over the country. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

## Who can participate in GivingTuesday?

Everyone! We welcome a broad range of partners, including charities and non-profits, small businesses and corporations, schools, community groups, individuals, and families. These partners have one important thing in common: they are committed to generosity and creating positive change. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

GivingTuesday is about encouraging people to be generous, and there are so many ways to do that. It's simple: a day that encourages people to do good, on GivingTuesday and every day! Give time, make someone smile, help a neighbour, or make a donation. Everyone has something to give and every act of generosity counts.

## What does it cost? Are there fees to participate?

GivingTuesday is a free and open movement. There are no costs to become a partner or participate in GivingTuesday, and all our resources are available for free through our website. Each participating organization is responsible for organizing their own GivingTuesday campaign or activities.

Organizations that use an online fundraising platform may be subject to fees (please check with your technology providers for more information). Charitable donations made through the search on [givingtuesday.ca](http://givingtuesday.ca) are processed by CanadaHelps.org and are subject to standard CanadaHelps fees which are low, non-commercial rates covering credit card fees and processing.

## What does it mean to be a Giving Tuesday partner?

GivingTuesday has been built by a broad group of partners, including charities, non-profits, schools, community groups, small businesses, and corporations. These partners have one important thing in common - they are committed to generosity and creating positive change. Joining as a partner is free and all GivingTuesday resources are available for free through our website.

## Can organizations get donations through GivingTuesday.ca?

GivingTuesday is a movement, not a donations processor. However, people can search for a charity and donate through CanadaHelps.org, directly on the landing page at [givingtuesday.ca](https://givingtuesday.ca). People can also donate to GivingTuesday partners on individual partner pages, where donations go directly to selected organizations using fundraising platforms chosen by each organization.

## What is a Giving Tuesday community movement?

GivingTuesday Communities come together around a common geography (e.g., city, town or province) or a common cause (e.g., promoting science centres or adult literacy) to collaborate, innovate and inspire their communities to make a difference. These Community campaigns find creative ways to mobilize their networks, host volunteer events, raise funds for their local organizations, spark kindness, and much more.

## I have a question that wasn't answered. How can I reach you?

We're always glad to help! Please reach out to [info@givingtuesday.ca](mailto:info@givingtuesday.ca) with any questions.

