

Giving Tuesday

Giving Tuesday started as a response to big shopping events such as Black Friday. Philanthropy and generosity are the two main objectives of Giving Tuesday.



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Giving Tuesday Definition & Meaning

Giving Tuesday is a day that encourages individuals and groups to give back and extend kindness in whatever way or form.

Each year, millions of donations pour in from around the world and are given to various charities, nonprofits, and foundations.

When Is Giving Tuesday?

Giving Tuesday is observed every Tuesday following the Thanksgiving holiday in the United States. In 2022, Giving Tuesday is set for November 29 since Thanksgiving falls on November 24.

Giving Tuesday History

Giving Tuesday was started by Henry Timms back in 2012 as a movement and response to the consumerist culture promoted by Black Friday and Cyber Monday. Since then, more than 70 countries, including the United States, have participated in the event. The global generosity movement celebrates its 10th year in 2022.

Giving Tuesday Purpose and Importance

Giving Tuesday seeks to promote kindness and generosity through different ways. It is not so much the amount of donations given, but the act of extending help and expressing generosity towards others.

Emphasize the Value of Generosity

Giving Tuesday is a global generosity movement that invites people from all walks of life to give back to their communities. The goal of Giving Tuesday is to emphasize and highlight the value of selflessness and generosity. Whether it is one's time, resources, skills, or knowledge, even the smallest act of generosity can go a long way.

Promote Philanthropy

Giving Tuesday is a day when all sectors of society come together under a shared goal and vision. Corporations and civic organizations work hand-in-hand to raise funds for charities and advocacies. On this day, everyone is encouraged to practice an attitude of philanthropy for the common good of humanity.

Counteract the Consumerist Culture

It is not a coincidence that Giving Tuesday comes right after infamous shopping days like Black Friday and Cyber Monday. Giving Tuesday seeks to counter the culture of spending and materialism that Black Friday and Cyber Monday promote. But interestingly, Giving Tuesday also falls after Thanksgiving and it is worth noting that gratitude and generosity are inextricably related.

Give Back to the Community

Giving Tuesday is an opportunity to give back to one's community. Whether it is donating to your favorite charity, volunteering at a community center, or simply taking time out of your busy schedule to spend time with the marginalized members of society, the tiniest act of generosity can have a ripple effect. Giving Tuesday is all about acting selflessly and giving generously, regardless of how much you have in life.

What's in Giving Tuesday?

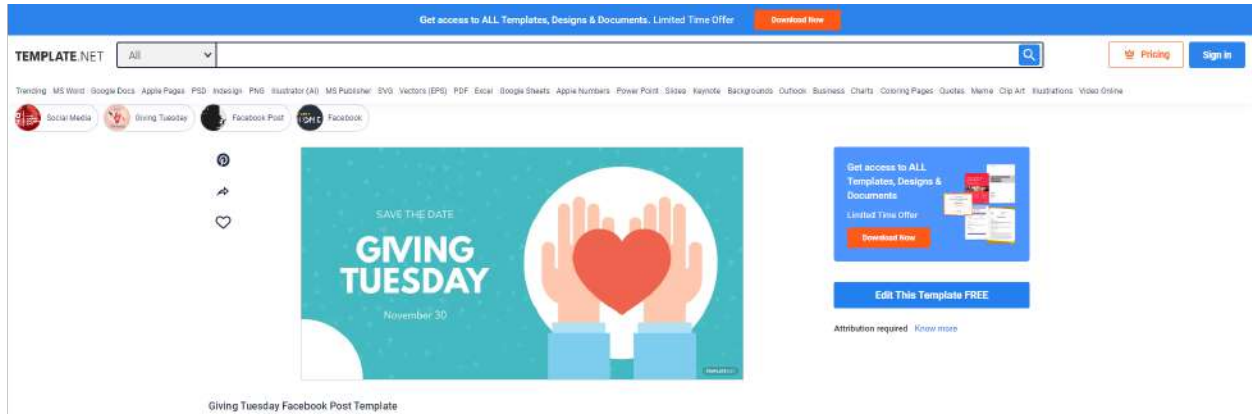
There are a number of events and activities to take part in during Giving Tuesday. Individuals and groups donate to their chosen charities while different organizations hold fundraisers, match funding, and other related events. For those who cannot participate in any of the on-site events, online donations, social media campaigns, and other digital avenues are still excellent ways to give back.

How to Create a Giving Tuesday Social Media Post

Show your generous side and support the message of Giving Tuesday by posting or sharing on social media. The different [Giving Tuesday templates](#) can help you get started on your own Facebook, Instagram, or YouTube posts.

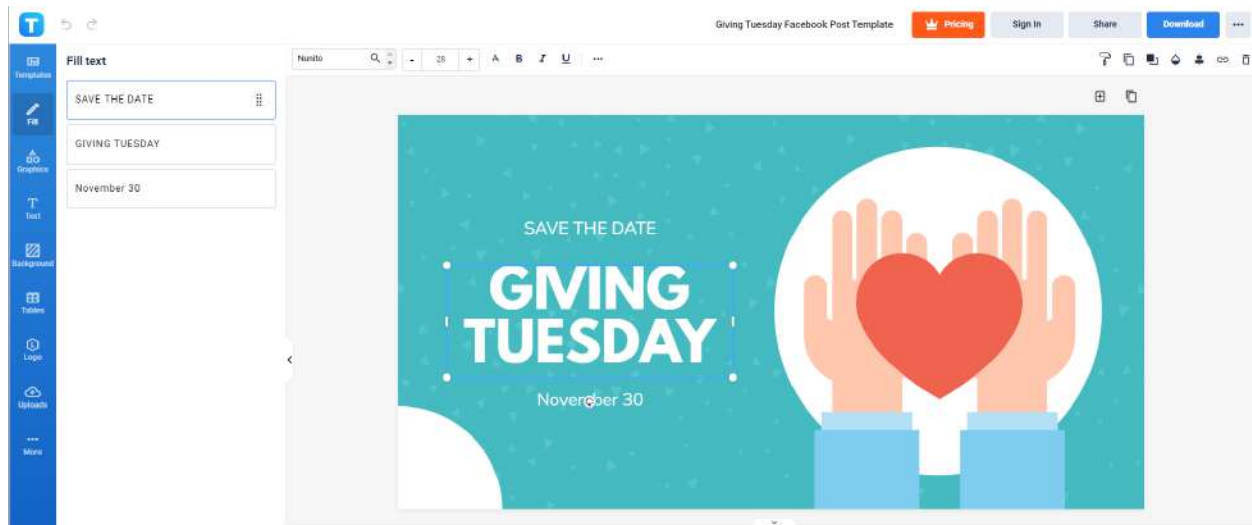
Facebook

1. Choose a Giving Tuesday Facebook Post Template



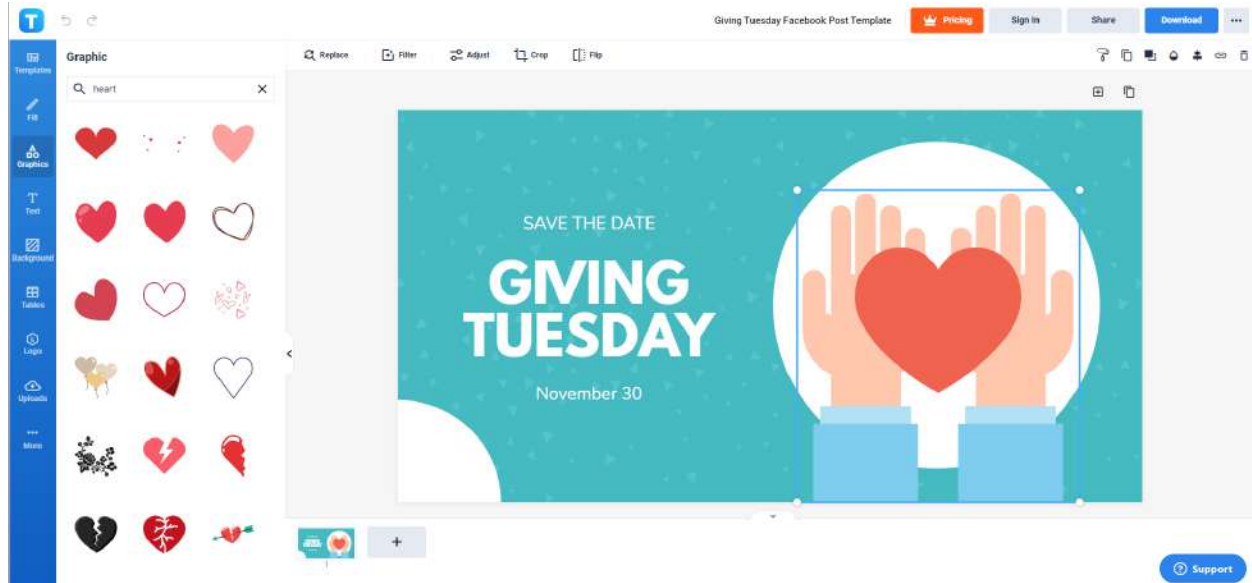
Head to the top of the page and use the search bar to type in Giving Tuesday Facebook templates. Select your preferred template then click “Edit this Template for Free” to customize it accordingly.

2. Create a Customized Message



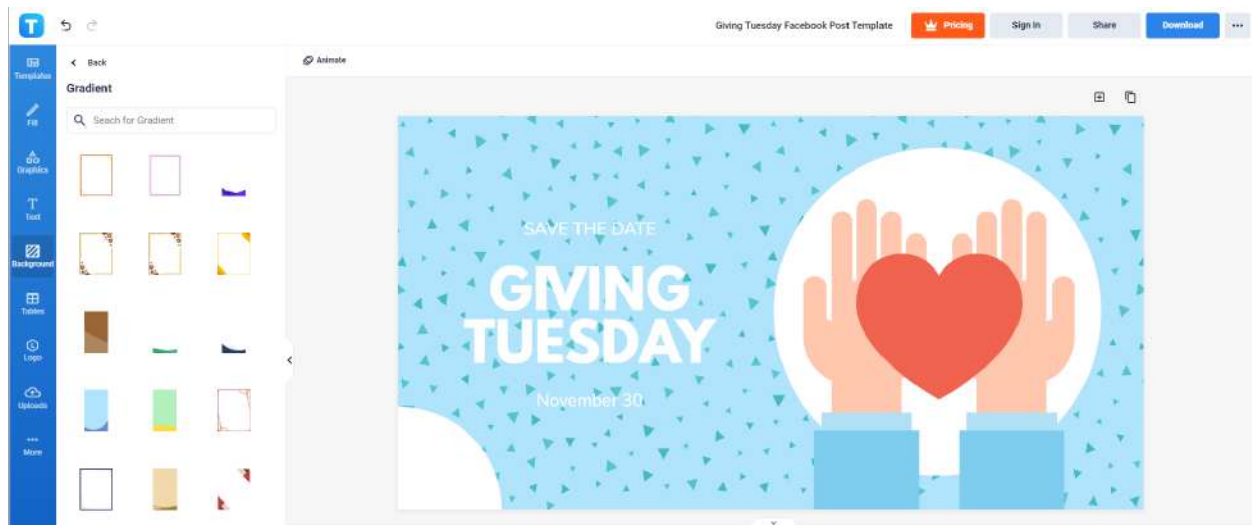
Once you open the editor tool, you can find all kinds of tools and features to customize the template. Edit or modify the text by clicking the Fill icon located on the left sidebar.

3. Insert Images Related to Giving



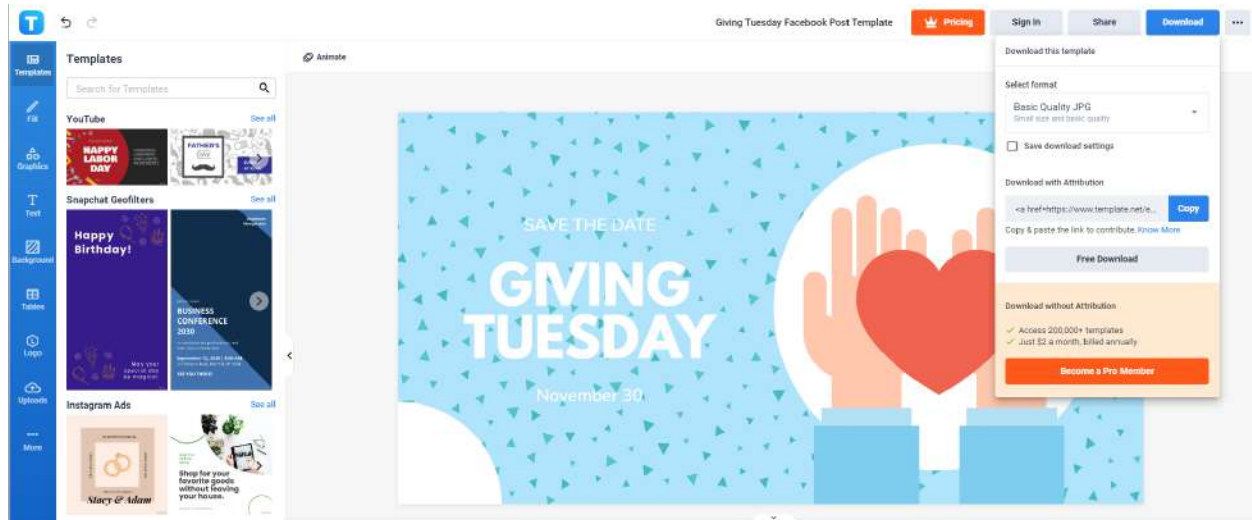
You can further customize the template by inserting additional pictures and graphics. Choose objects and elements that are related to giving such as hearts or hands.

4. Customize the Background Color



If you want to change the background color of the template, simply go to Background and choose a different color. There are dozens of shades, colors, and gradients to choose from; make sure to select an eye-catching color.

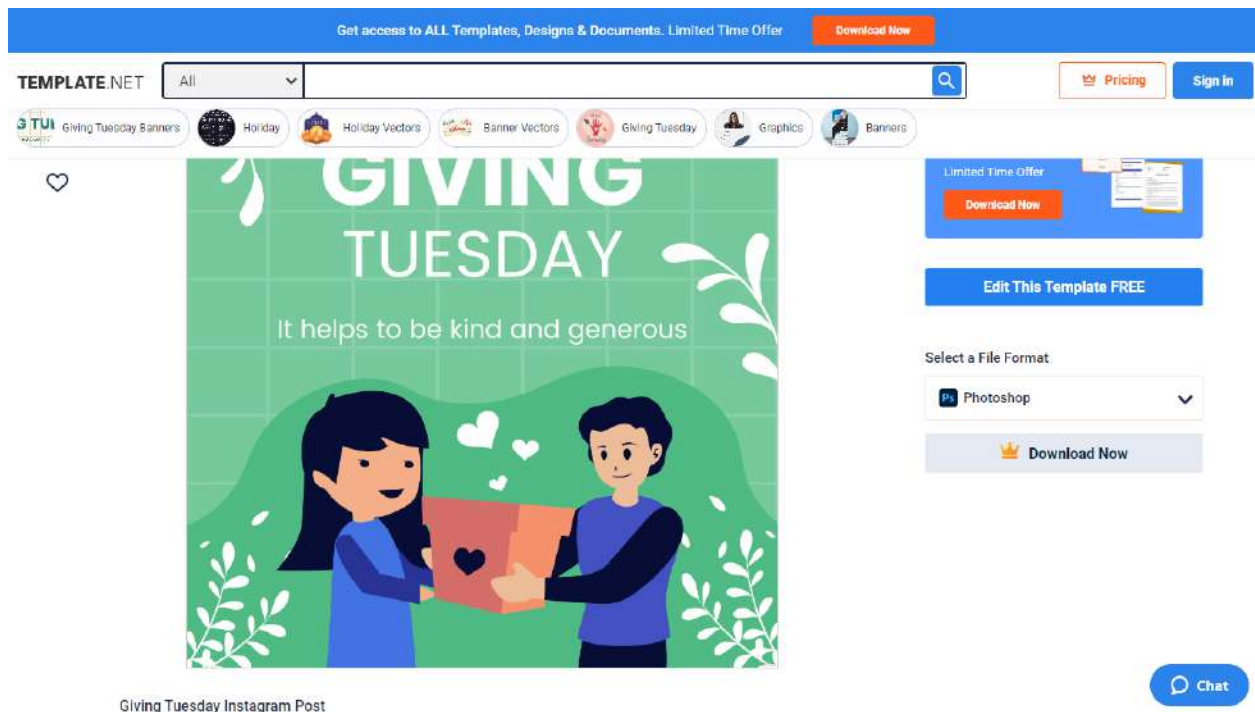
5. Download the Template



As soon as you are done editing, you can either save the template to your computer or directly share the post. All you need to do is click the Download button located on the upper right corner of the screen.

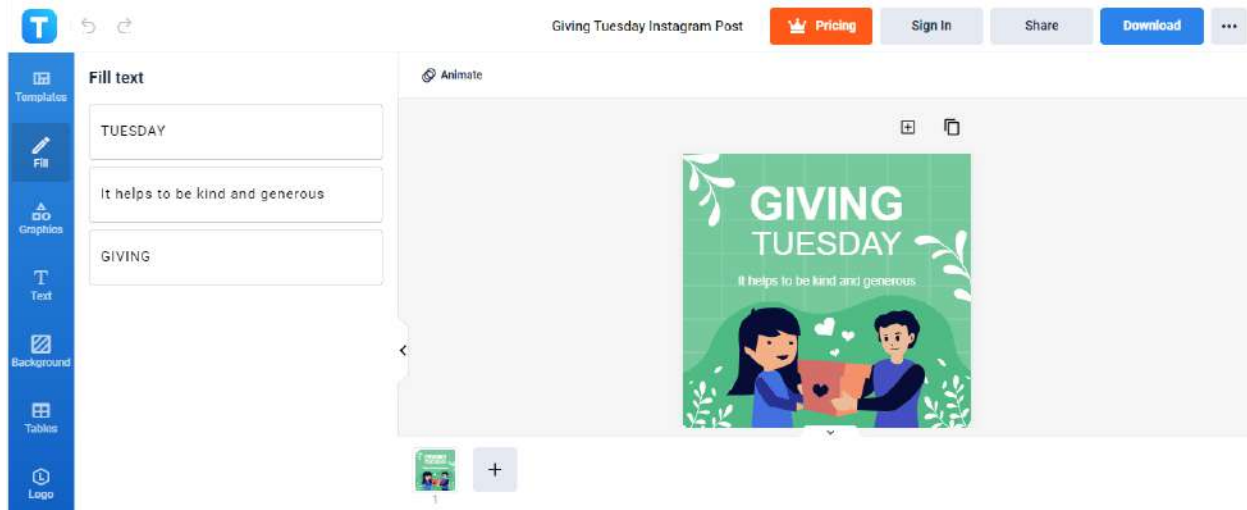
Instagram

1. Select a Giving Tuesday Instagram Post



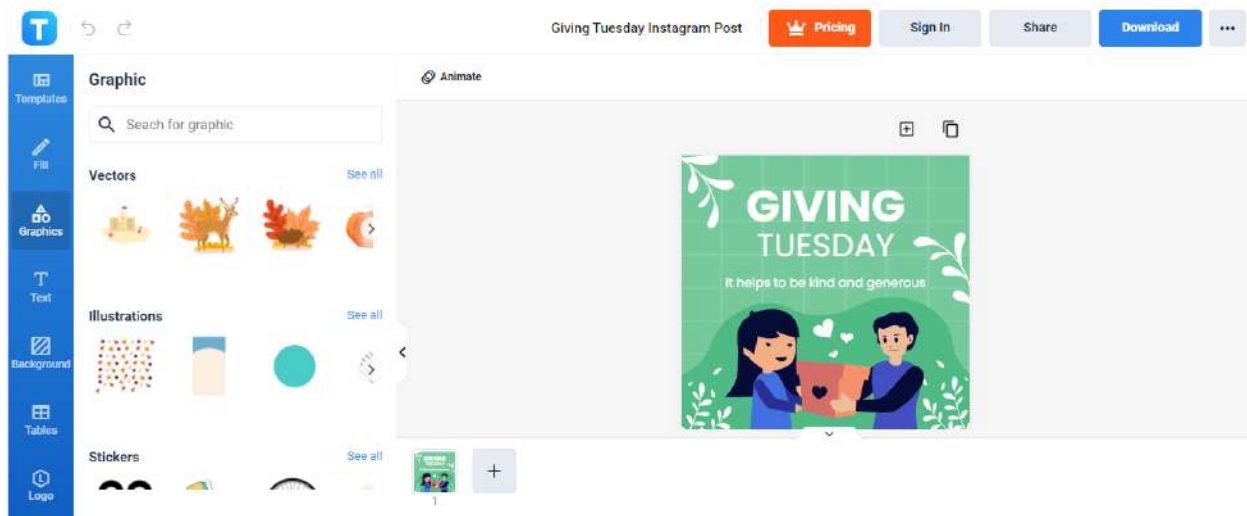
To search for a Giving Tuesday Instagram post or story template, use the search bar and type in the keyword. Choose from the different templates, click your preferred one, and select “Edit This Template for Free”.

2. Type a Giving Tuesday message



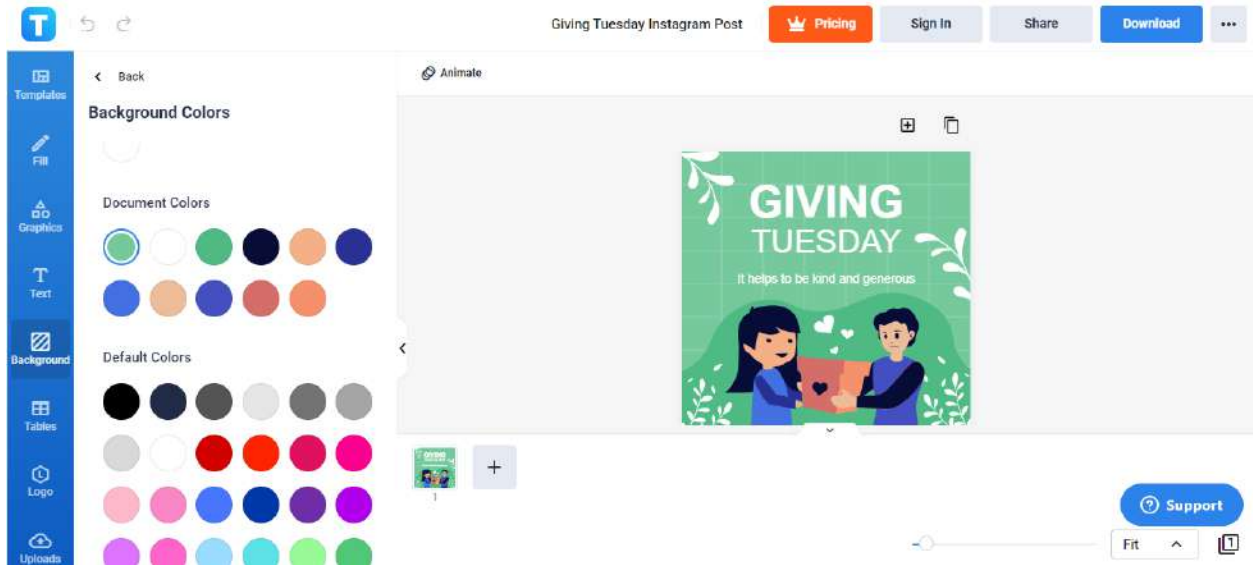
The next step is to edit the text in the template. To do this, select the Fill button and create your own custom message.

3. Customize the graphic design



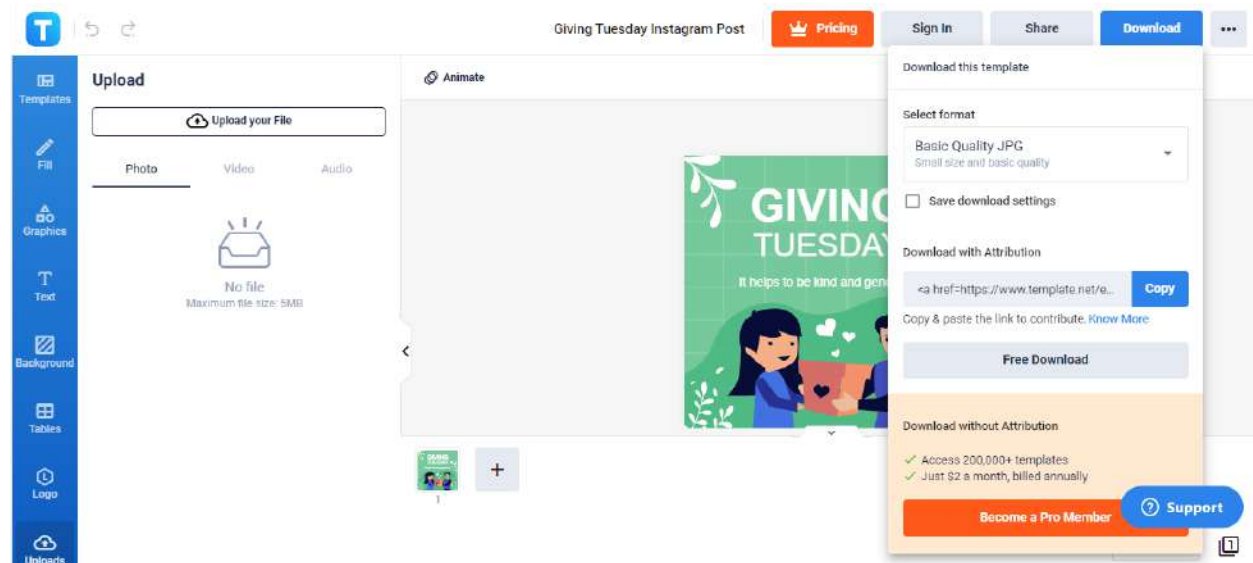
After you have typed in your message or greeting, feel free to add in more graphics and images. Use the search bar to browse hundreds of pictures, shapes, frames, and other elements.

4. Change the template's background color



You have the option to keep the background color of the template as it is or change it according to your individual preference. For A joyous occasion such as Giving Tuesday, try a bright but classic color such as blue or green.

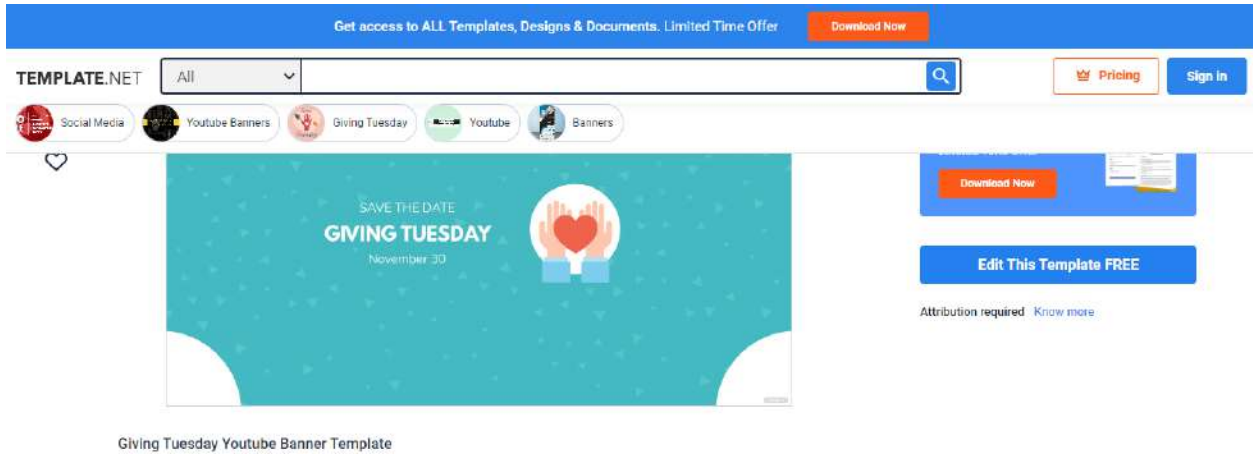
5. Share the post on Instagram



Once you have finalized your work, you can either save it to your device or share it directly online. Simply click the Download button on the upper right corner of the screen.

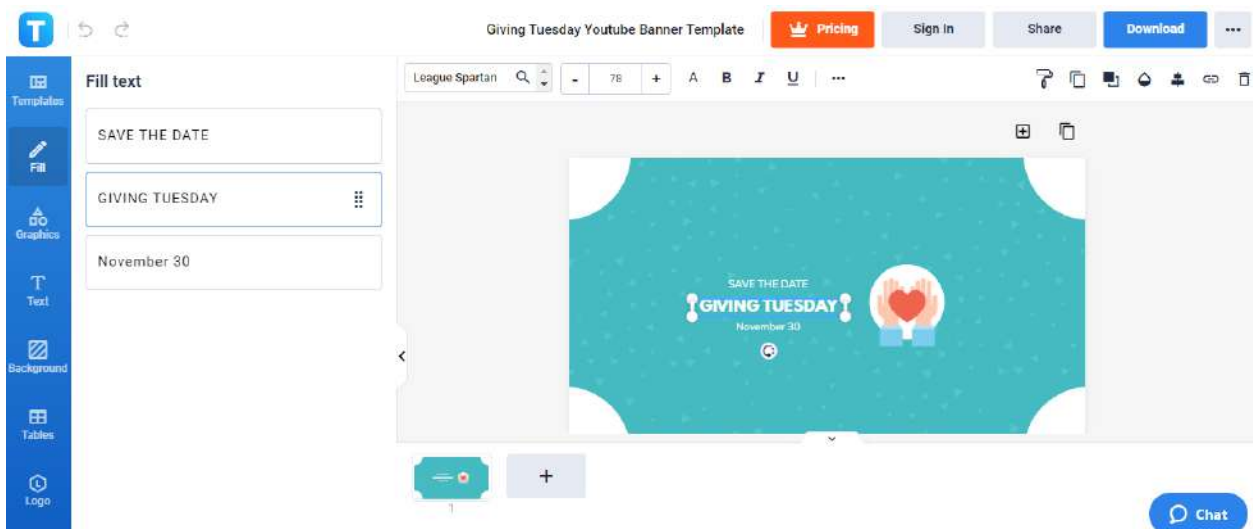
YouTube

1. Choose a Giving Tuesday YouTube Template



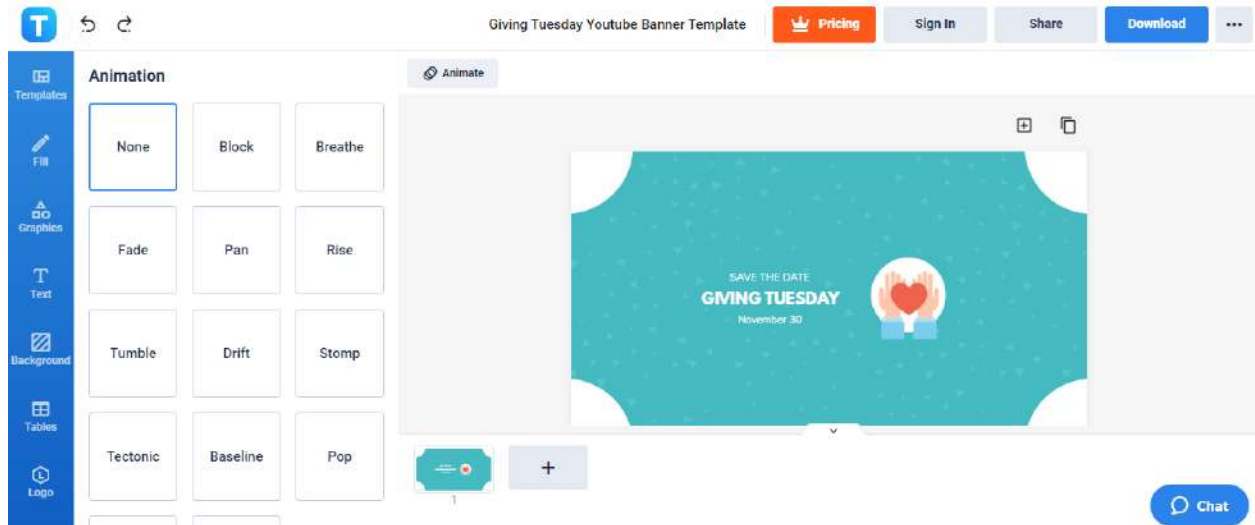
You can create a Giving Tuesday YouTube post faster with the use of a ready-made template. Just type in the keyword in the search bar and click the “Edit This Template for Free” button after you’ve chosen a template.

2. Come up with a customized message about generosity



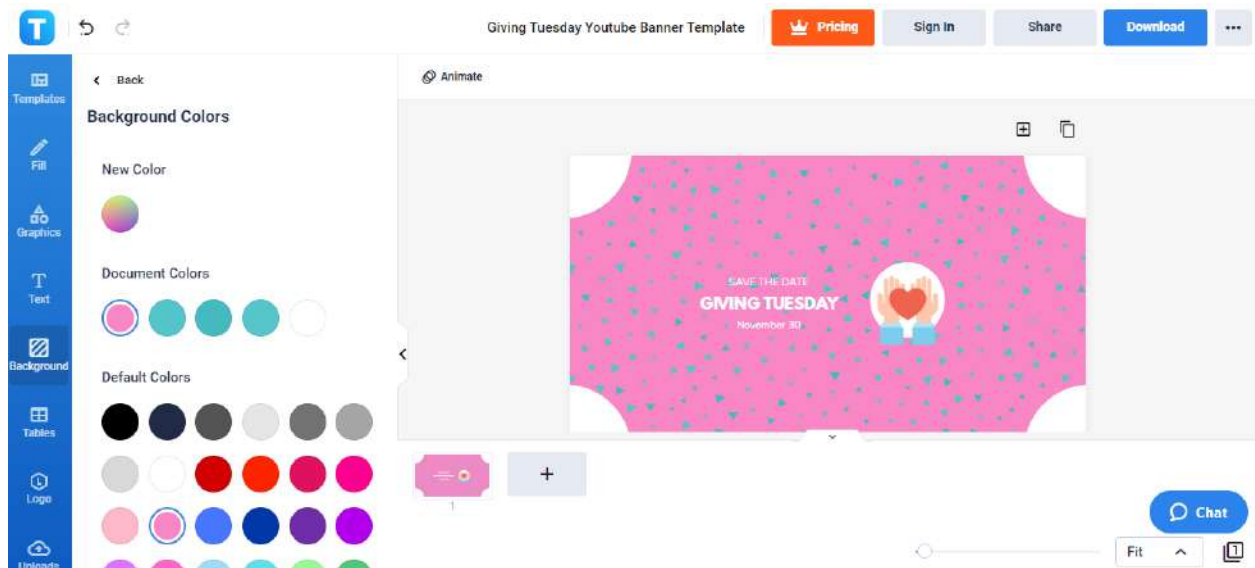
Encourage your followers and subscribers to participate in Giving Tuesday by sharing a meaningful and inspiring message. Note that you can also customize the color, size, and font of the text by using the different formatting tools.

3. Animate the Template



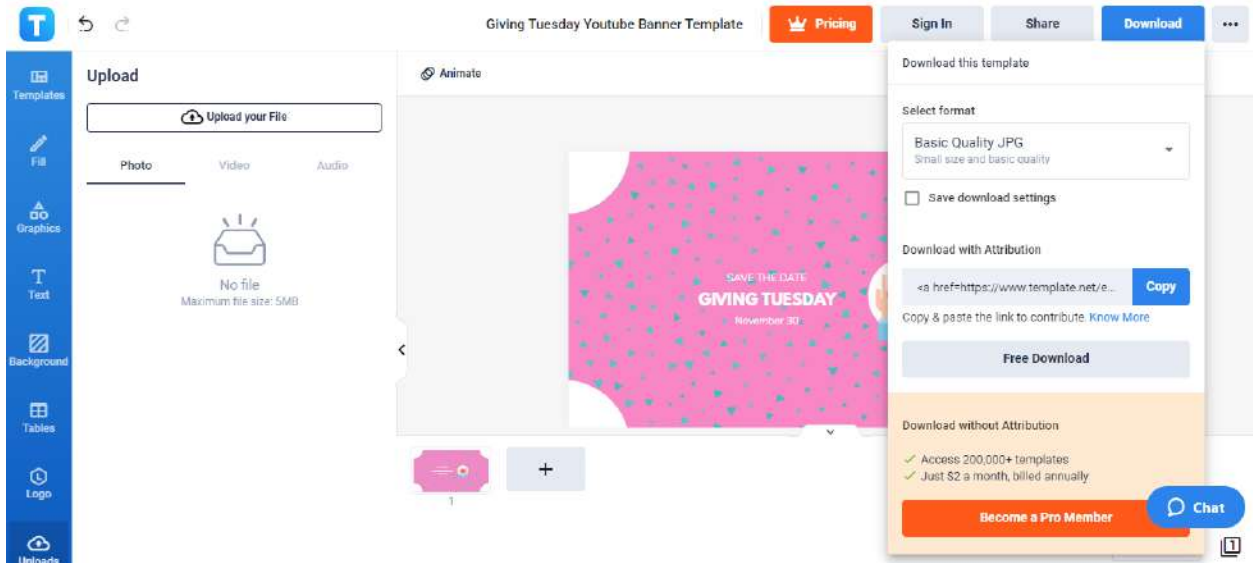
Since the platform is YouTube, you can choose to animate the template if you so wish by clicking the Animate button. Otherwise, you can keep a still image as your YouTube channel banner photo.

4. Customize the background color



You can also change the color scheme of the template according to your preferences. Just make sure to consider the text color as well that it does not clash with the background color.

5. Download and share your post



The last step is to download the template or save it to your computer or device. But you can also share your post directly by clicking the Share button on the upper right side of the screen.

Giving Tuesday vs. Child Health Day

Giving Tuesday is a special day of observance in the United States that encourages people to partake in selfless acts of generosity and kindness.

[Child Health Day](#) is a federal day of observance that aims to promote and protect the health and welfare of all children; it is held annually every first Monday of October.

Giving Tuesday Ideas & Examples

Giving Tuesday is a special day reserved for kind acts of charity and generosity. Some have the time and resources to extend help in financial and material ways; but other people simply show their solidarity and support for the holiday by sharing inspiring posts on social media.

Giving Tuesday Clipart Ideas & Examples

The simple yet elegant [Giving Tuesday clipart](#) is versatile enough to be added to any design or presentation.



Giving Tuesday Drawing Ideas & Examples

You can color in the [Giving Tuesday drawing](#) or leave it as is, depending on your design preferences and tastes.



Giving Tuesday Cartoon Ideas & Examples

You can appeal to kids with a fresh and contemporary [Giving Tuesday cartoon](#) design.



Giving Tuesday Vector Ideas & Examples

The symbolic meaning of helping hands is the focal point in this [Giving Tuesday vector art](#).



Giving Tuesday Illustration Ideas & Examples

The [Giving Tuesday illustration](#) can be used for all kinds of designs including social media posts and marketing materials.



Giving Tuesday Celebration Ideas & Examples

Ignite the passion of philanthropic giving with this red [Giving Tuesday celebration](#) design.



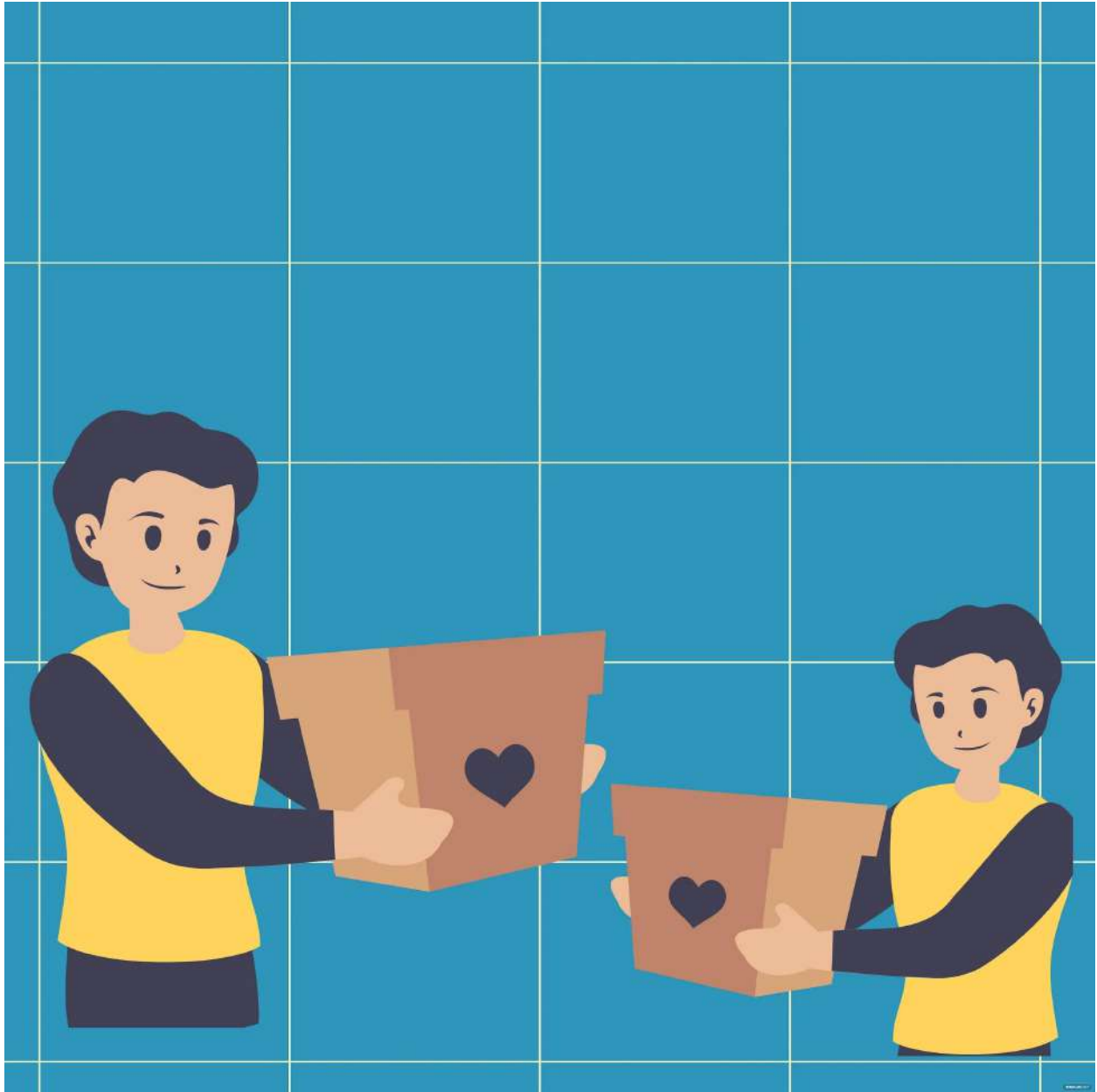
Giving Tuesday Banner Ideas & Examples

Insert a meaningful quote in your [Giving Tuesday banner](#) to inspire other people to practice random acts of kindness.



Giving Tuesday Background Ideas & Examples

The simple but multipurpose [Giving Tuesday background](#) template can be used in designing banners, streamers, posters, and even brochures.



Giving Tuesday Quote Ideas & Examples

There are thousands of quotes related to generosity and selflessness; all you need to do is find the right [Giving Tuesday](#) quote for your design.



Giving Tuesday Poster Ideas & Examples

When creating a [Giving Tuesday poster](#), it helps to use big and bold text to convey an important message like the one seen below.



FAQs

Why do we celebrate Giving Tuesday?

People celebrate Giving Tuesday to show generosity, charity, and kindness especially to people and communities who have less.

How does Giving Tuesday Match work?

Giving Tuesday match funding is a strategy to help encourage more people to donate to a specific charity or cause; the idea behind it is that one person's pledge is used to inspire other people to join the cause.

What are the facts of Giving Tuesday?

Giving Tuesday started in 2012 as an ethical response to the consumerist culture of Black Friday and Cyber Monday.

Who came up with Giving Tuesday?

Henry Timms came up with the concept of Giving Tuesday, together with the United Nations Foundation and BLK SHP as the co-founding organizations.

What is the point of Giving Tuesday?

The point of Giving Tuesday is to give back to the communities and promote the values of charity and generosity.

Why do you give on Giving Tuesday?

People give on Giving Tuesday to share their blessings and to counter the spending and consumerism promoted by Black Friday and Cyber Monday.

Where did Giving Tuesday originate?

The concept of Giving Tuesday originated in New York City, specifically on the 92nd Street Y at the Belfer Center for Innovation & Social Impact.

What do nonprofits do for Giving Tuesday?

Most nonprofit organizations and foundations organize their own events such as match funding with the help of sponsors and donors.

When did Giving Tuesday first begin?

The first Giving Tuesday took place on November 27, 2012 in New York City.

What is the significance of Giving Tuesday?

Giving Tuesday highlights the importance of giving back and philanthropy amidst a highly consumerist and materialistic society.

What are the traditions of Giving Tuesday?

Every year on Giving Tuesday, the event organizers set new donation records and hold all kinds of events like “Adopt a Family” or “Adopt a Student”.

What is the motto of Giving Tuesday?

The motto of Giving Tuesday is “Giving Always”.

What you can do on Giving Tuesday?

You can donate to your favorite charity, volunteer your time at an NGO, or share whatever you have with the less fortunate members in your local community.

Who is participating in Giving Tuesday?

Anyone can participate in Giving Tuesday- individuals, families, government agencies, private companies, nonprofit organizations, schools, and religious groups.

Is Giving Tuesday worth it?

Yes, Giving Tuesday is worth investing your time and resources because even the smallest act of kindness can make a difference in a person’s life.

How does Giving Tuesday benefit people?

Giving Tuesday benefits and impacts the lives of people whenever other people give back to their communities and support the different advocacies.

How much giving was done on Giving Tuesday?

In 2021, Giving Tuesday in the United States was able to raise close to \$3 billion in donations, a record breaking amount compared to previous years.

How many countries are participating in Giving Tuesday?

Since 2012, more than 70 countries have participated in the international movement of Giving Tuesday, including civic organizations, educational institutions, families, private corporations, governments, and individual philanthropists.