



In the Classroom
Participation Guide for
Teachers + Schools

Dear Teacher,

In just 8 years, GivingTuesday has radically changed how people think about generosity. We believe that generosity has the power to unite and heal communities in good times and bad. A global threat like COVID-19 affects more than just the infected. A pandemic like this touches every person on the planet, and it presents an opportunity to come together as a global community.

#GivingTuesdayNow is a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.

Let's come together to drive a spike of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world. And with your help, we're helping to amplify the next generation of young leaders.

Together we can heal. Be a part of the solution: show your support and rally your students to do some good!

#GivingTuesdayKids is a global, youth-led social change activation happening on GivingTuesday!

On May 5th, 2020, young people all over the world will lead volunteer projects, acts of kindness, and epic givebacks - spreading the culture of generosity through their communities. [Led by 12-year-old Khloe Thompson](#), #GivingTuesdayKids is all about encouraging young people to take action around the causes they care about most.

It's easy to bring #GivingTuesdayKids to your classroom!



1. Discuss with your students what social issues matter most to them.
2. Invite your students to develop their own class or individual projects on May 5th to help move the needle on that issue. Get inspiration [here](#).
3. Register your classroom project at [GivingTuesdayKids.org](https://givingtuesdaykids.org).
4. Have students take photos and short videos of their projects and share them on social media using #GivingTuesdayNow and #GivingTuesdayKids!
5. Use GivingTuesday Now as a vehicle to teach academic concepts already in your curriculum like citizenship, civics, ecology, or mathematics!

Note to teachers and parents: Sharing on social media is optional, we respect childrens' privacy. Doing the project and learning how amazing it feels to give, is the more important part!

Feel free to contact us if you have questions or need help! You can email us at info@givingtuesday.org.

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THINGS TO KNOW

What is GivingTuesday?

[GivingTuesday](#) started as a day for anyone, anywhere to give, and it's grown into the biggest giving movement in the world. Typically, celebrated each year on the Tuesday following U.S. Thanksgiving, and fueled by the power of social media, GivingTuesday inspires millions of people across the globe to show up and give back to causes and issues that matter to them. The goal is to create a massive wave of generosity that lasts well beyond that day, and touches every person on the planet.

At its core, GivingTuesday was created to facilitate our desire to help each other. We believe that generosity has the power to unite and heal communities in good times and bad. A truly global threat like COVID-19 touches every person on the planet, and it presents an opportunity to come together as a global community.

Join us on **May 5, 2020 for #GivingTuesdayNow**, a global day of giving and unity. The day is designed to drive a spike of generosity. To help our neighbors. To lift up those who need it. To support the often forgotten frontline workers: the nonprofits and community organizations that feed, house, educate, and nurture neighbors impacted by the global pandemic. Our physical separation doesn't mean that we can't come together on behalf of our families and communities.

GivingTuesday History

When GivingTuesday launched in the US in 2012, we believed that technology and social media could be used to make generosity go viral; that people want to give and to talk about giving; and that society had the capacity to show more innovative leadership, creativity, and collaboration. People and organizations around the world proved us right. In just seven years, GivingTuesday has changed how we think about generosity and showed just how much power communities everywhere have to create change.

What is #GivingTuesdayKids?

Led by and for young people, #GivingTuesdayKids is all about lifting the voices of young people and spreading the culture of generosity in communities all over the world. On GivingTuesday, #GivingTuesdayKids will lead volunteer projects, acts of kindness, and epic givebacks. #GivingTuesdayKids is led by 12-year-old Khloe Thompson, and is all about encouraging young people to take action around the causes they care about most.

Participating in #GivingTuesdayNow with #GivingTuesdayKids is easy. You can show your generosity in lots of different ways - whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts. The giving day will emphasize opportunities to give back to communities and causes in ways that comply with public health guidelines.

GETTING STARTED

STEP 1 - IDENTIFY WHAT ISSUES MATTER MOST TO YOUR STUDENTS

What causes or issues are most important to your students? Get some ideas from our GivingTuesdayKids leaders [here](#).

STEP 2 - TEACH A LESSON ON THAT ISSUE AREA

With the help of WE Schools and Learn To Give, we've developed curriculum, toolkits, and resources to help you teach generosity on our [Teacher Resource](#) page. We highly encourage you to differentiate the curriculum to meet the different needs of your students, and adapt curriculum into a remote/virtual teaching model.

STEP 3 - SELECT YOUR ACTIVITY + REGISTER YOUR PROJECT AT GIVINGTUESDAYKIDS.ORG

Identify a project your students can do in the safety of their homes, to help move the needle on the cause they've been learning about. Find projects that leverage the educational skills you are seeking to develop in your students, and that also allow students to virtually collaborate, share ideas, and take accountability for their learning.

Project Ideas

You can find a lot of ideas at [GivingTuesdayKids.org](https://givingtuesdaykids.org). Here are just a few thought-starters – the sky is really the limit:

1. **Help the environment:** clean up a neighborhood playground, park or beach; plant a garden; harvest fruits & vegetables; or plant trees
2. **Support your peers in need:** check-in on your friends to see how they are doing at home, tutor a friend virtually, make a lockdown playlist and share it with a friend.
3. **Spread generosity:** write notes of generosity and post them on your windows, with chalk in your driveway, or on your trash bins for garbage collectors.
4. **Help the hungry:** if you have an abundance of unopened non-perishable food, unopened over-the-counter medicines, or extra cleaning supplies, gather them in a box or shopping bag to leave in a common area for neighbors in need.
5. **Bring cheer to the elderly:** Call or video chat with an older person in your life, share a talent with a virtual performance, or write a letter to a senior through [Love For The Elderly](#).
6. **Support frontline workers:** write notes of support, collect essential equipment, or sew masks for those who need it most.
7. **Say thank you to servicemen and women;** write thank you messages to first responders, send thank you videos to veterans, or sew “comfort quilts” for children with parents overseas.

8. **Address cyber-bullying:** Tell a trusted adult if you see an example of someone getting cyber bullied. Or make a video explaining what cyber bullying is and how it can affect people.
9. **Teach Generosity:** Work with teachers at your school to organize virtual learning or tutoring projects using lesson plans about generosity at [GivingTuesday.org//resources-for-teachers](https://givingtuesday.org/resources-for-teachers)

STEP 4 - BUILDING YOUR PROJECT

Decide on your goal.

You and your students can plan multiple individual volunteer actions or put all your effort into planning one big event! You decide your goal.

- What will your volunteer action be?
- What supplies will you need?
- Create a timeline to help plan your actions! Plot the steps your group will take to gear up for your project, including how you will rally people together to participate from a distance.



Spread the word

- Build excitement and interest leading up to #GivingTuesdayNow. The more actively you communicate, the more engaged your students and school community will be.
- See if others in your school or the organizations you participate in would be interested in getting involved. Many organizations are looking for a way to be helpful or are seeking help themselves during this time. Ask for their support or if you can help!
- Spread the word with email, Whatsapp, or social media.
- See if your local news, tv, or radio will cover your project!
- Share #GivingTuesdayKids and #GivingTuesdayNow graphics electronically and on social media. [These are available free for download.](#)
- People want to know their time is being invested in something that will make a difference. In your students' recruiting messages, get people excited and engaged by emphasizing the global scope of #GivingTuesdayNow and the importance of the particular causes that you all have selected to support.
- Have your students launch a buddy system. Being asked by a friend is the #1 way in which many new people get involved. Have students invite friends to spread generosity on #GivingTuesdayNow in whatever way is meaningful to them.

GET READY, GET SET. GO!

Put your plan into action.

Whatever you and your students decide to do on May 5, 2020 -- trust your instincts and put your plan into action.

Share what you are up to.

Whether you are using social media or not, be sure to share what you do! Tell your school community and parent teacher organization, post on social media, and have students reach out to family and friends. The more people hear about the amazing acts of generosity your class is up to, the more they will be inclined to participate themselves.

Reflect with your students

Have students do a think-pair-share and write about their experience.

- How did it feel to help others? Do you feel like you had an impact?
- Why is it important to ask others to join you?
- What could be done better next time?
- How will you take your volunteer actions further or continue your actions?
 - Visit [GivingTuesdayKids.org](https://givingtuesdaykids.org) and share what you did and include your photos, videos, and how many people participated in your event, and any other ways you can quantify your project.

Thank you for participating. For more information on how to get involved, contact Dante Plush at dante@givingtuesday.org.

FAQs

Q: What is GivingTuesday?

A: Celebrated on the Tuesday following U.S. Thanksgiving, and fueled by the power of social media and collaboration, GivingTuesday inspires millions of people across the globe to show up and give back to causes and issues that matter to them. The goal is to create a massive wave of generosity that lasts well beyond that day, and touches every person on the planet. Read more about GivingTuesday [here](#).

Q: What is #GivingTuesdayKids?

A: Led by and for young people, #GivingTuesdayKids is all about lifting the voices of young people and spreading the culture of generosity in communities all over the world. On GivingTuesday, #GivingTuesdayKids will lead volunteer projects, acts of kindness, and epic givebacks. #GivingTuesdayKids is led by 12-year-old Khloe Thompson, and is all about encouraging young people to take action around the causes they care about most.

Q: When can I take part in #GivingTuesdayKids?

A: We are hosting #GivingTuesdayNow, a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.

Q: How do I sign up for #GivingTuesdayKids?

A: Pick a cause that matters to you and register your project at GivingTuesdayKids.org. We encourage you to recruit school staff and administration, parents, and other classes, and plan a project as a school!

Q: What should I do for my #GivingTuesdayKids project?

A: Any project that spreads generosity and helps others or the environment can be a GivingTuesday project. If you're not sure what you should do, check out our idea page for inspiration.

Q: Can I use the #GivingTuesdayKids logo when promoting my project?

A: Absolutely! Find our logos and social media posts on GivingTuesdayKids.org.

Q: How can I send you my photos, reports and links from my #GivingTuesdayKids project?

A: Be sure to share your project at GivingTuesdayKids.org or email us what you did at kids@givingtuesday.org.

Q: How are you protecting privacy?

A: Your students' privacy is critically important to us. Please refer parents to the "For Parent" guide for complete details on how we plan on sharing their student's project and how you can opt-out if you so choose. The information that is submitted when a student's project is registered will *only* be transmitted to the GivingTuesday team via a secure server and we will never, under any circumstances share or sell student information.

Q: Do you offer financial assistance?

A: GivingTuesday is unable to provide funding for local projects. We encourage organizations to seek sponsorship to cover costs.

Q: Where do I find volunteer opportunities in my city or region?

A: Organizations and groups all over the world take part in GivingTuesday, so you can do it anywhere in the world! Here's our [listing of GivingTuesday movements happening worldwide](#), and our chapters [in the U.S.](#) Connect with these leaders to find out where you can plug in.

Q: Where can I stay up to date with GivingTuesday?

A: You can follow GivingTuesday on Facebook, Twitter, LinkedIn and Instagram. You can also join our newsletter to get the latest news about GTKids. .

Q: I have another question!

A: Our team is happy to help! Please write us at info@givingtuesday.org and a member of our team will get back to you shortly.

For Parents

Privacy

We're committed to your child's privacy. When you and your child register their project, that information goes to the GivingTuesday team only via a secure server. We will *never, under any circumstances* sell your child's information or give it to anyone outside of the GivingTuesday team. Your email address will only be used to communicate directly with you, to follow-up on your child's project and to let you know about next year's #GivingTuesdayKids activation. If you have any questions or concerns about yours and your child's privacy *please* feel free to contact us at any time via [email](#).

Sharing Your Child's Project on Social Media

We believe strongly that when we share our generosity, it inspires others to be generous as well, creating a ripple effect that will change our world. While we encourage social sharing, please know that sharing on social media is not at all required for your child to participate in #GivingTuesdayKids.

Tips for Social Media Safety

- You're certainly welcome to post your child's photos/videos to "friends only" on Facebook, but keep in mind our team won't be able to see it or share it. If you would like us to share your child's project, please share publicly.
- Similarly, if you post on a private Instagram account, we won't be able to see your photos (even if you hashtag it #GivingTuesdayKids)
- For your child's safety, please turn off any geolocation tagging when you post on social and don't "check-in" anywhere.

Photo/Video Use Policy

We will be sharing social media posts with the hashtag #GivingTuesdayKids on GivingTuesday's social media channels on and after GivingTuesday, as well as sharing photos/videos of youth projects with media outlets. **We will not be sharing children's full names or their exact locations.** If you would rather your child's image or project *not* be shared social media, please email us at info@givingtuesday.org.