



Participation Guide for Youth + Parents

This toolkit is for young hand-raisers around the world who are striving to be the change makers of their generation (plus their teachers, coaches, mentors, and parents). We're excited to have you join us on GivingTuesday, the global day of generosity, happening this December 3, 2019.

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

On December 3, 2019, 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.



Participating in #GivingTuesdayKids is easy. **There are countless ways to make a difference and each act of generosity means more when we all do it together.**

1. Visit [GivingTuesdayKids.org](https://givingtuesdaykids.org) to get inspiration
2. Rally your friends and decide what project you'd like to do after school on December 3, then tell us your plans.
3. Share your project! Share with your local newspaper, radio, or TV stations. Share with your school. On December 3, share on social media using #GivingTuesday and #GivingTuesdayKids!

Note to parents: Sharing on social media is optional, we respect your child's 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 DM us @GivingTuesday on any social media channel or hit us up on email at info@givingtuesday.org.

Your Friends at GivingTuesday

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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.

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. GivingTuesday takes place on December 3, 2019 this year.

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 GivingTuesday Kids?

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.

GETTING STARTED

STEP 1 - SELECT YOUR ACTIVITY

Identify a project or good deed that addresses an issue that's close to your heart. We encourage activities of all sizes, from acts of kindness to large-scale community service projects.

Here are a few tips:

- Get started as early as you can.
- Rally your friends. Ask what issues matter to them. Tap into your existing resources and thinking about asking your local nonprofits how you can help or get involved.
- Although doing your project on December 3 is best, you may need to do all or part of your project on the weekend before or after GivingTuesday and that's OK!

Project Ideas

You can find a lot of ideas at 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:** collect and donate school supplies; run a toy drive before the holiday season; visit a children's hospital
3. **Spread generosity:** make a generosity wall to spread kindness; write random-acts-of-kindness prompts and put them in public spaces
4. **Help the homeless:** prepare care kits and deliver them to homeless shelters; volunteer at a soup kitchen; have a clothing drive and donate to a shelter
5. **Assist the elderly:** provide help at the supermarket; write and send out "get well soon" cards; visit a nursing home and put on a performance or concert; provide meals
6. **Help animals:** volunteer at an animal shelter; set up a donation drive to support animals in need; advocate for animal adoption
7. **Support our servicemen and women;** write thank you messages to first responders; spend time with retired Veterans; send letters to troops overseas; sew "comfort quilts" for children with parents overseas
8. **Address bullying:** ask your school or after-school activity to set up a "stomp out bullying" discussion; offer words of kindness in-school and on social media
9. **Feed the hungry:** Create bagged lunches, insert kind notes, and give them to anyone who might be hungry. #HashtagLunchbag
10. **Teach Generosity:** Work with teachers and the administration at your school to organize in-class learning or tutoring projects using lesson plans about generosity at GivingTuesday.org/Kids

STEP 2 - BUILDING YOUR PROJECT

Design your project.

Your project can be designed in many ways. Much of this depends on how many volunteers you hope to rally.

- Set up an easy registration system. This can be as simple as providing a contact name, number or email address where volunteers can sign up. Or create a Facebook event.
- Teachers: can you organize a project for your class? Get ideas especially for teachers at GivingTuesday.org/Kids



Think about what to measure.

On December 4, the day after GivingTuesday, we'll ask you to report back on your project. Think about how you can quantify the impact of your project. For example

- If you're picking up litter in your neighborhood, can you weigh the garbage bags to find out how much you collected?
- If you're passing out care kits to people experiencing homelessness, how many bags did you give away?
- How many volunteers joined your project?

Spread the word

- Build excitement and interest leading up to your project. The more actively you communicate, the more engaged your volunteers will be.
- See if your school and the after-school activities you are engaged in can post our latest video PSA and #GivingTuesdayKids posters in lobby areas, cafeterias, etc. These are available free for download at GivingTuesdayKids.org.
- Spread the word with email, Whatsapp, or social media.
- People want to know their time is being invested in something that will make a difference. In your recruiting messages, get people excited and engaged by emphasizing the global scope of the GivingTuesday and the importance of the particular cause that you have selected to support.
- Launch a buddy system. Being asked by a friend is the #1 way in which many new people get involved. So urge those who sign up early to consider inviting friends to join them.
- As you get closer to December 3, make sure to confirm all activity details with your participants with plenty of time to spare. Tell them what to wear and what to bring. Provide the date and time, address, directions for the project; describe what will occur and who to see when they arrive; request they contact you if they have a change in plans and cannot attend.
- Send reminder messages a couple of days before to everyone who signed up to participate.

STEP 3. GET READY, GET SET. GO!

Welcome your attendees:

- Bring the Hype: You'll want to spend a few moments talking about GivingTuesday, remind everyone that they're participating along with kids all over the world, and share a little bit about who you will help as a result of your project.

Be Mindful of Safety – Safety of your volunteers must always be a primary concern. Before picking any project, be sure to assess the safety risks and make a checklist. If you are working with volunteers, advise them of any safety concerns. We recommend always having at least one adult present!

Capture The Good.

If you have time during your activity, consider inviting your participants to make quick videos on their phones, in which they describe what they will do (are doing) for GivingTuesday. You can also assign someone to walk around and collect photos of your volunteers in action (with participants' permission). Then post them on TikTok, Snapchat, Instagram, Facebook or other social media channels, using the #GivingTuesdayKids tag.

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

Wrap Up Your Event – At the end of the project:

- Clean up – Ask everyone do their part! Have leaders guide volunteers in pitching in to make the site look better than it did when they arrived. All materials should be used or donated. All tools should be returned to their respective areas.
- Recognition – Take and post a group photo with hashtags #GivingTuesdayKids + #GivingTuesday
- Reflection – Reflection and community building provide volunteers an opportunity to reflect on the day's events. This can take many forms. A group discussion among volunteers, writing about their experiences, and creating a photo journal of the project are just some ideas.
 - Visit GivingTuesdayKids.org and share what you did and include your photos, videos, and how many people participated in your event.

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: GivingTuesday takes place on December 3, 2019 this year. You can choose to take part by participating on GivingTuesday and the surrounding days, and continue doing good year-round!

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 classmates, friends and family, and plan a project as a group!

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 idea page for inspiration.

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

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

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

A: After December 3, we will send all GTKids participants a survey where you can include details about your project, reports of your activities, and photos.

Q: How are you protecting privacy?

A: Your privacy is critically important to us. Please see below in the "For Parent" guide for complete details on how we plan on sharing your child's project and how you can opt-out if you so choose. The information you submit when you register your child's project will *only* be transmitted to the GivingTuesday team via a secure server and we will never, under any circumstances sell your child's private 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](#), and [Instagram](#). You can also [sign up for 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.** When you register your project, there's a checkbox that acts as a photo release. If you would rather your child's image not be used for these purposes, please email us at info@givingtuesday.org.