Social Media Toolkit for Youth
Sample Messages

I’m so excited to share that I’m participating in #GivingTuesdayKids! Join me and kids all over the 🌍 to give back on December 3 for the global day of giving! [INSERT WHAT YOU’RE DOING ON DEC 3] Get ideas and register your project at: https://GivingTuesdayKids.org

What if the whole world came together to give on one day? Imagine what we could do! Feed the hungry, make care packages for people experiencing homelessness, or collect supplies for your local animal shelter. There are hundreds of ways to give back and each means more when we give together. Get ideas💡at https://GivingTuesdayKids.org

It’s almost here📅. In just a few weeks, young people all over the world will rally to do good on December 3 for #GivingTuesdayKids! If everyone does their part, we can create the world we want to live in. ❤️ Sign up at https://GivingTuesdayKids.org

Example post from Isa Casarini

Giving isn’t just about making a donation - it’s about making a difference! I’m so glad to be a part of #GivingTuesdayKids, a new movement to rally young people all over the world in service projects, acts of kindness, and epic givebacks on December 3 for #GivingTuesday. 📖♂️♀️ Learn more at https://GivingTuesdayKids.org

I’ve always felt called to inspire more young people to do what I do - to commit to making change in their communities and cause a ripple effect that will be felt around the world. I’m participating in #GivingTuesdayKids, happening on the global day of giving - Dec 3. Join me! https://GivingTuesdayKids.org
Ideas

Post a video on Insta to share how you plan on giving back on December 3. Tag 10 friends and challenge them to join you or lead their own projects.

Share on Insta Stories about what giving means to you!

Create a Twitter thread on why a certain cause or issue matters to you and ways people can help. Tag us @GivingTuesday and we’ll RT!

Check out the story in our Highlights (@GivingTuesday) to get more inspiration

Snap a challenge to your friends to see how many small ways the can give back this weekend.

Make a TikTok video! Give flowers to a stranger, hide $5 bills at Target or surprise your teacher with kindness. Tag us @GivingTuesday and we’ll repost!

Sample Graphics

Download graphics here

The GivingTuesdayKids Video

Vimeo (includes Spanish, French, Dutch, and Italian captions)
Original Files
Sample Email to Your Friends

Heya! I’m participating in #GivingTuesdayKids, happening on Dec 3. It’s going to be an epic moment where kids all over the world will do kind acts, lead volunteer projects, and inspire the world to be more generous and giving. For my project, I’m going to ___.

Will you join me and lead a giving project after school on Dec 3? Here’s a list of ideas or you can come up with your own project! As long as it promotes kindness and generosity, it counts! Sign up at GivingTuesdayKids.org and post on social with #GivingTuesdayKids.

Sample Email to Teachers

Dear ___,

I’m helping to lead a movement called #GivingTuesdayKids, happening on December 3 for GivingTuesday, the annual day of giving. We’re helping to amplify the next generation of young leaders for a more just + generous world. #GivingTuesdayKids will rally a million young people to give back on December 3 in one epic moment to inspire good.

For my project, I’m doing ___.

I’d love for our classroom to participate in #GivingTuesdayKids, either by helping me with my project or coming up with a project of their own. There’s ideas and a curriculum guide on GivingTuesdayKids.org. Register our classroom’s project, download the toolkit for help planning, then share photos/videos on December 3 using #GivingTuesdayKids on social media.

I believe that it’s so important to give back and #GivingTuesdayKids gives us the perfect moment to show the world that even though we’re young, we have the power to make change.

Thank you.
Sample email to after school programs/ youth orgs/nonprofits/churches/etc

With youth shaking up and spearheading many of the major movements on key issues facing our world today, from climate change to healthcare to student debt, GivingTuesday is helping amplify the next generation of young leaders to be organizers, thought-leaders, and campaign managers for a more generous world. I’m participating in #GivingTuesdayKids and I’d love to have ORG participate too!

On Dec 3, I’ll be ____.

I’d love to see ORG participate! Visit GivingTuesdayKids.org to get ideas about how your organization can mobilize kids to give back December 3 to help make our world a better place. Register your group’s project then share video and photos of you doing your project on Dec 3 using #GivingTuesdayKids on social media.
Don’t forget: We have a Instagram Stickers! Search #GivingTuesday