

Giving Tuesday & Holiday communication templates

This document contains templates to help you and your team drive high employee engagement for your Giving Tuesday and holiday season social impact initiatives.

How to use this doc:

- ☐ **Edit this document by replacing the following to make it more on-brand for your company.**

- a. [COMPANY]
- b. [GOAL]
- c. [LINK to workplace giving platform i.e.

<https://www.percentpledge.org/give/COMPANYNAME>]

For example, find all phrases that contain "[COMPANY]," and replace them with your company's information, like "Dunder Mifflin."

- ☐ Depending on your Percent Pledge package and holiday giving efforts, you want to **find the following emojis and text to either keep, edit, and/or delete those particular sections from your communications.**

- a. [👥 Matching donation campaign]
- b. [👋 Team volunteering]
- c. [❤️ Percent Pledge Community Volunteer Event]
- d. [💰 Corporate grant]
- e. [🎁 Cause Credits (gifted donations to employees)]

For example, if you are launching a matching donation campaign and volunteer event, you should delete the sections labeled [💰 Corporate grant] and [🎁 Cause Credits (gifted donations to employees)].

- ☐ **For internal employee communications...** simply, review, copy, and paste the content into your chosen communication platform to schedule and/or send.
- ☐ **For external communications...** share this document with internal marketing, communications, or brand teams to give them examples/inspiration for spreading the word.

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Message purpose:	Send date:	Communication platform:
Introduction	Week of 11/16	Email & internal chat message
Reminder	11/23	Email & internal chat message
Day of	12/01 (Giving Tuesday)	Email, internal chat message, & social media
Thank you	*campaign end date	Email, internal chat message, & social media

Introduction | send week of 11/16

Intro email | week of 11/16

Subject Line: [COMPANY] Holiday Giving 🧡🌍

[COMPANY] Team,

Giving Tuesday (December 1) and the holiday season are right around the corner 🧡🌍!

What is Giving Tuesday?

Giving Tuesday is the global day of giving, the Tuesday after Thanksgiving – this year, December 1. In celebration, people do good by giving to the causes and charities they care most about. Plus, Giving Tuesday is a great way to kickstart holiday giving and spirit.

How is [COMPANY] celebrating?

In celebration of the holidays, [COMPANY] has set a holiday giving goal of [GOAL] and wants to remind you of Percent Pledge, where you can support your favorite causes and charities: [LINK to workplace giving platform i.e. <https://www.percentpledge.org/login>]

[👥 Matching donation campaign]

[COMPANY] holiday matching donation campaign

This year, we are matching your donations from [MATCHING donation start date] to [MATCHING donation end date]! Simply go to Percent Pledge and donate to the causes and nonprofits you care about. We do the rest; your donations will be matched, and your impact will be boosted!

[👋 Team volunteering]

[COMPANY] holiday volunteer event

This year, we are volunteering at [NONPROFIT partner] to [VOLUNTEER activities]! Join colleagues in celebrating by simply going to Percent Pledge and signing up for the volunteer event.

[❤️ Percent Pledge Community Volunteer Event]

Percent Pledge Community Volunteer Event

Join Percent Pledge on December 3rd @ 7pm ET and/or December 4th @ 12–1 pm ET for our Giving Season Community Volunteer Events! Celebrate International Volunteer Day and the holidays with your team!

[💰 Corporate grant]

[COMPANY] holiday corporate grant

This year, [COMPANY] is also donating [DOLLARS] to [NONPROFIT partner] in support of [REASON].

[🎁 Cause Credits (gifted donations to employees)]

[COMPANY] holiday Cause Credits



This year, we are giving every employee [DOLLARS] in Cause Credits. What does that mean? You will have [DOLLARS] to donate to any causes and charities from [COMPANY]! Simply go to Percent Pledge and donate the gifted donation to the causes and nonprofits you care about.

Join us in reaching our goal and in the global movement of Giving Tuesday to kickstart our holiday giving! We are excited to celebrate the holiday season with you and make an impact together!

gratefully,
[COMPANY] Team Member

Intro internal chat message | week of 11/16

Giving Tuesday (December 1) and the holiday season are right around the corner 🇺🇸🌍!

In celebration of the holidays, [COMPANY] has set a holiday giving goal of [GOAL] and wants to remind you of Percent Pledge, where you can support your favorite causes and charities: [Link to workplace giving platform i.e. <https://www.percentpledge.org/login>]

[👥 Matching donation campaign]

[COMPANY] holiday matching donation campaign

This year, we are matching your donations from [MATCHING donation start date] to [MATCHING donation end date]! Simply go to Percent Pledge and donate to the causes and nonprofits you care about. We do the rest; your donations will be matched, and your impact will be boosted!

[👋 Team volunteering]

[COMPANY] holiday volunteer event

This year, we are volunteering at [NONPROFIT partner] to [VOLUNTEER activities]! Join colleagues in celebrating by simply going to Percent Pledge and signing up for the volunteer event.

[❤️ Percent Pledge Community Volunteer Event]

Percent Pledge Community Volunteer Event

Join Percent Pledge on December 3rd @ 7pm ET and/or December 4th @ 12-1 pm ET for our Giving Season Community Volunteer Events! Celebrate International Volunteer Day and the holidays with your team!

[💰 Corporate grant]

[COMPANY] holiday corporate grant

This year, [COMPANY] is also donating [DOLLARS] to [NONPROFIT partner] in support of [REASON].

[🎁 Cause Credits (gifted donations to employees)]

[COMPANY] holiday Cause Credits

This year, we are giving every employee [DOLLARS] in Cause Credits. What does that mean? You will have [DOLLARS] to donate to any causes and charities from [COMPANY]! Simply go to Percent Pledge and donate the gifted donation to the causes and nonprofits you care about.



Join us in reaching our goal and in the global movement of Giving Tuesday to kickstart our holiday giving! We are excited to celebrate the holiday season with you and make an impact together!



Reminder | send 11/23

Reminder email | 11/23

Subject Line: REMINDER: [COMPANY] Holiday Giving 🇺🇸🌍

[COMPANY] Team,

A quick reminder, Giving Tuesday (tomorrow) and the holiday season are almost here 🇺🇸🌍!

How is [COMPANY] celebrating?

In celebration of the holidays, [COMPANY] has set a holiday giving goal of [GOAL] and wants to remind you of the [COMPANY] Pledge Portal, where you can support your favorite causes and charities: [Link to workplace giving platform i.e. <https://www.percentpledge.org/login>]

👥 Matching donation campaign

[COMPANY] holiday matching donation campaign

This year, we are matching your donations from [MATCHING donation start date] to [MATCHING donation end date]! Simply go to Percent Pledge and donate to the causes and nonprofits you care about. We do the rest; your donations will be matched, and your impact will be boosted!

👋 Team volunteering

[COMPANY] holiday volunteer event

This year, we are volunteering at [NONPROFIT partner] to [VOLUNTEER activities]! Join colleagues in celebrating by simply going to Percent Pledge and signing up for the volunteer event.

❤️ Percent Pledge Community Volunteer Event

Percent Pledge Community Volunteer Event

Join Percent Pledge on December 3rd @ 7pm ET and/or December 4th @ 12-1 pm ET for our Giving Season Community Volunteer Events! Celebrate International Volunteer Day and the holidays with your team!

💰 Corporate grant

[COMPANY] holiday corporate grant

This year, [COMPANY] is also donating [DOLLARS] to [NONPROFIT partner] in support of [REASON].

🎁 Cause Credits (gifted donations to employees)

[COMPANY] holiday Cause Credits

This year, we are giving every employee [DOLLARS] in Cause Credits. What does that mean? You will have [DOLLARS] to donate to any causes and charities from [COMPANY]! Simply go to Percent Pledge and donate the gifted donation to the causes and nonprofits you care about.

Join us in reaching our goal and in the global movement of Giving Tuesday to kickstart our holiday giving! We are excited to celebrate the holiday season with you and make an impact together!



gratefully,
[COMPANY] Team Member

Reminder internal chat message | 11/23

REMINDER: Giving Tuesday (tomorrow) and the holiday season are almost here 🧡🌍!

How is [COMPANY] celebrating?

In celebration of the holidays, [COMPANY] has set a holiday giving goal of [GOAL] and wants to remind you of the [COMPANY] Pledge Portal, where you can support your favorite causes and charities: [Link to workplace giving platform i.e. <https://www.percentpledge.org/login>]

👥 Matching donation campaign

[COMPANY] holiday matching donation campaign

This year, we are matching your donations from [MATCHING donation start date] to [MATCHING donation end date]! Simply go to Percent Pledge and donate to the causes and nonprofits you care about. We do the rest; your donations will be matched, and your impact will be boosted!

👋 Team volunteering

[COMPANY] holiday volunteer event

This year, we are volunteering at [NONPROFIT partner] to [VOLUNTEER activities]! Join colleagues in celebrating by simply going to Percent Pledge and signing up for the volunteer event.

❤️ Percent Pledge Community Volunteer Event

Percent Pledge Community Volunteer Event

Join Percent Pledge on December 3rd @ 7pm ET and/or December 4th @ 12-1 pm ET for our Giving Season Community Volunteer Events! Celebrate International Volunteer Day and the holidays with your team!

💰 Corporate grant

[COMPANY] holiday corporate grant

This year, [COMPANY] is also donating [DOLLARS] to [NONPROFIT partner] in support of [REASON].

🎁 Cause Credits (gifted donations to employees)

[COMPANY] holiday Cause Credits

This year, we are giving every employee [DOLLARS] in Cause Credits. What does that mean? You will have [DOLLARS] to donate to any causes and charities from [COMPANY]! Simply go to Percent Pledge and donate the gifted donation to the causes and nonprofits you care about.

Join us in reaching our goal and in the global movement of Giving Tuesday to kickstart our holiday giving! We are excited to celebrate the holiday season with you and make an impact together!



Day of | send 12/01

Day of email | 12/01

Subject Line: TODAY: [COMPANY] Giving Tuesday 🇺🇸🌍

[COMPANY] Team,

Giving Tuesday is TODAY 🇺🇸🌍!

In celebration of Giving Tuesday and to kickstart our holiday giving, [COMPANY] has set a holiday giving goal of [GOAL] and wants to remind you of the [COMPANY] Pledge Portal, where you can support your favorite causes and charities: [Link to workplace giving platform i.e.

<https://www.percentpledge.org/login>]

[👥 Matching donation campaign]

[COMPANY] holiday matching donation campaign

This year, we are matching your donations from [MATCHING donation start date] to [MATCHING donation end date]! Simply go to Percent Pledge and donate to the causes and nonprofits you care about. We do the rest; your donations will be matched, and your impact will be boosted!

[👋 Team volunteering]

[COMPANY] holiday volunteer event

This year, we are volunteering at [NONPROFIT partner] to [VOLUNTEER activities]! Join colleagues in celebrating by simply going to Percent Pledge and signing up for the volunteer event.

[❤️ Percent Pledge Community Volunteer Event]

Percent Pledge Community Volunteer Event

Join Percent Pledge on December 3rd @ 7pm ET and/or December 4th @ 12-1 pm ET for our Giving Season Community Volunteer Events! Celebrate International Volunteer Day and the holidays with your team!

[💰 Corporate grant]

[COMPANY] holiday corporate grant

This year, [COMPANY] is also donating [DOLLARS] to [NONPROFIT partner] in support of [REASON].

[🎁 Cause Credits (gifted donations to employees)]

[COMPANY] holiday Cause Credits

This year, we are giving every employee [DOLLARS] in Cause Credits. What does that mean? You will have [DOLLARS] to donate to any causes and charities from [COMPANY]! Simply go to Percent Pledge and donate the gifted donation to the causes and nonprofits you care about.

Join us in reaching our goal and in the global movement of Giving Tuesday, and let's make an impact together!



gratefully,
[COMPANY] Team Member

Day of internal chat message | 12/01

Giving Tuesday is TODAY 🇺🇸🌍!

In celebration of Giving Tuesday and to kickstart our holiday giving, [COMPANY] has set a holiday giving goal of [GOAL] and wants to remind you of the [COMPANY] Pledge Portal, where you can support your favorite causes and charities: [Link to workplace giving platform i.e.

<https://www.percentpledge.org/login>]

[👥 Matching donation campaign]

[COMPANY] holiday matching donation campaign

This year, we are matching your donations from [MATCHING donation start date] to [MATCHING donation end date]! Simply go to Percent Pledge and donate to the causes and nonprofits you care about. We do the rest; your donations will be matched, and your impact will be boosted!

[👋 Team volunteering]

[COMPANY] holiday volunteer event

This year, we are volunteering at [NONPROFIT partner] to [VOLUNTEER activities]! Join colleagues in celebrating by simply going to Percent Pledge and signing up for the volunteer event.

[❤️ Percent Pledge Community Volunteer Event]

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[💰 Corporate grant]

[COMPANY] holiday corporate grant

This year, [COMPANY] is also donating [DOLLARS] to [NONPROFIT partner] in support of [REASON].

[🎁 Cause Credits (gifted donations to employees)]

[COMPANY] holiday Cause Credits

This year, we are giving every employee [DOLLARS] in Cause Credits. What does that mean? You will have [DOLLARS] to donate to any causes and charities from [COMPANY]! Simply go to Percent Pledge and donate the gifted donation to the causes and nonprofits you care about.

Join us in reaching our goal and in the global movement of Giving Tuesday, and let's make an impact together!

Day of social media post | 12/01

Caption:



In celebration of Giving Tuesday (today) and to kickstart our holiday giving 🧡🌍, [COMPANY] and employees are making a positive social impact by supporting their favorite causes and charities and participating in the global movement.

[👥 Matching donation campaign]

This year, we are matching your donations from [MATCHING donation start date] to [MATCHING donation end date]!

[👋 Team volunteering]

This year, we are volunteering at [NONPROFIT partner] to [VOLUNTEER activities]!

[💰 Corporate grant]

This year, [COMPANY] is also donating [DOLLARS] to [NONPROFIT partner] in support of [REASON].

[🎁 Cause Credits (gifted donations to employees)]

This year, we are giving every employee [DOLLARS] in Cause Credits. What does that mean? You will have [DOLLARS] to donate to any causes and charities from [COMPANY]!

We are very proud and excited to join the global day of giving and make an impact together as a company!

Thank you

Thank you email

Subject Line: [COMPANY] Holiday Giving 🧡🌍

[COMPANY] Team,

Thank you for joining us in Giving Tuesday and the holiday giving season 🧡🌍!

[🧑🧑 Matching donation campaign]

Because of you, we matched [DOLLARS matched] in employee donations, making a total impact of [DOLLARS total]!

[👏 Team volunteering]

Because of you, we were able to volunteer at [NONPROFIT partner] [NUMBER of hours] hours, which is [DOLLARS in-kind value] in in-kind value!

[💰 Corporate grant]

This year, [COMPANY] is also donated [DOLLARS] to [NONPROFIT partner] in support of [REASON].

[🎁 Cause Credits (gifted donations to employees)]

Because of you, we donated a total of [DOLLARS]!

We are so proud to see [COMPANY] unite and make an incredible impact together!

gratefully,

[COMPANY] Team Member

Thank you internal chat message

Thank you for joining us in Giving Tuesday and the holiday giving season 🧡🌍!

[🧑🧑 Matching donation campaign]

Because of you, we matched [DOLLARS matched] in employee donations, making a total impact of [DOLLARS total]!

[👏 Team volunteering]

Because of you, we were able to volunteer at [NONPROFIT partner] [NUMBER of hours] hours, which is [DOLLARS in-kind value] in in-kind value!

[💰 Corporate grant]

This year, [COMPANY] is also donated [DOLLARS] to [NONPROFIT partner] in support of [REASON].

[🎁 Cause Credits (gifted donations to employees)]

Because of you, we donated a total of [DOLLARS]!

We are so proud to see [COMPANY] unite and make an incredible impact together!

Thank you social media post

Caption:

In celebration of Giving Tuesday and our holiday giving 🧡🌍, [COMPANY] ...

[👯 Matching donation campaign]

matched [DOLLARS matched] in employee donations, making a total impact of [DOLLARS total]!

[👋 Team volunteering]

volunteered at [NONPROFIT partner] [NUMBER of hours] hours, which is [DOLLARS in-kind value] in in-kind value!

[💰 Corporate grant]

donated [DOLLARS] to [NONPROFIT partner] in support of [REASON].

[🎁 Cause Credits (gifted donations to employees)]

gave each employee [DOLLARS] to donate to any causes or charities from [COMPANY]! As a company, we donated [DOLLARS]!

We are so proud to see [COMPANY] unite and make an incredible impact together!