

# GivingTuesday 2021 Key Messages + Talking Points

November 30, 2021

- GivingTuesday is a global day of generosity that will take place on November 30, 2021.
- GivingTuesday is a global generosity movement, unleashing the power of radical generosity to transform communities and the world.
- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- GivingTuesday is an opportunity for people around the world to come together to thank, help, give, show kindness, and share what they have with those in need.
- People can show their generosity in a variety of ways during GivingTuesday—whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes—everyone has something to give and every act of generosity counts.
- When so much attention is given to what divides us, generosity brings people together across races, faiths, and political views.
- Grassroots generosity and community action are powerful forces for good, especially in turbulent times.
- [Recent data shows that people are highly motivated to give in 2021](#), and are giving more in response to needs in their community and for causes they care about.
- GivingTuesday emphasizes opportunities to give back to communities and causes in safe ways that allow for social connection and kindness even while still practicing physical distancing.
- Even in times of economic uncertainty, we each have a deep reserve of generosity, which we can deploy in myriad ways to make a difference--your time, your kindness, your skills, your voice are all things you can give in addition to charitable donations.