

GIVING
TUESDAY

Be THE
PEOPLE

Community Action Playbook

A guide for bringing people
together to do good





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**Be THE
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Introduction

This is an invitation to come together to **care** for, **connect** with, and **engage** your community. Every day, we see that people want to support local, community-led solutions, but it's often hard to know where to start. Through our experience with GivingTuesday we've learned a simple truth: generosity inspires generosity. And that extends to all manner of contribution - when people see acts of care and kindness to help those around them, trust grows, shared values become visible, and participation begins to feel possible and collective.

As a neighbor, friend, and community member, you have the power to strengthen your community not through top-down solutions, but through everyday actions. Together, we're making showing up for one another a habit. Creating a culture where community care isn't the exception, but the norm.



The Day

This June 23, 2026, will be **TogetherTuesday**, a national day of community action. Everyone is welcome – no experience or permission needed!

TogetherTuesday is an important activation moment for *Be The People*, a movement grounded in the belief that Americans are a people who come together to solve problems. GivingTuesday and *Be The People* share a fundamental belief: positively contributing to your community is a universal value that transcends divides. Participation helps amplify your community work by connecting it to a national movement and moment for action.

Why the fourth Tuesday in June?

- ✦ **It's a mid-year reminder** that contributing to your community doesn't live on a single day, it's woven into how we live all year long
- ✦ **It builds on the momentum** between Juneteenth and July 4th, when people are already gathering in national moments of reflection
- ✦ **It establishes rhythm** - regular calls to action create a drum beat that keep us connected and engaged

What it looks like

TogetherTuesday isn't complicated. Check in on some neighbors. Organize a tool swap. Share a skill. Coordinate a donation drive. Any action that says: *I see you, and we're in this together.*

When so many of us act on the same Tuesday, we create proof that care doesn't have to be exceptional, it can be normal. Expected. Just what we do.

How can you participate?

Everyone is welcome, no registration or permission needed. You can act on your own, or sign up to get support, resources, and updates as part of the larger movement.

There are many ways to engage. Choose what fits your capacity and goals:

- ✦ **Amplify what already exists.** Have an existing project that mobilizes your community? Join TogetherTuesday under the *Be The People* umbrella to strengthen and elevate your work.
- ✦ **Try a one-time project.** Have an idea you want to test without committing to a full multi-year effort? Activate alongside millions of others on June 23, 2026.
- ✦ **Build something lasting.** If you have interest and capacity, consider turning your idea into an annual event or ongoing initiative in your community.

Your role

- ✦ **You decide what matters.** You know what your community needs better than anyone. We are here to support your vision, connect you with resources, and share your story.
- ✦ **You're part of something bigger.** When you solve problems, you're proving what's possible everywhere. Your work becomes woven into our national story, where people are helping others in their communities and opening paths to finding new ways forward together.

About this Playbook

Who is this playbook for? This playbook is for anyone who wants to solve challenges in their community: local leaders, nonprofits, mutual aid groups, schools, businesses, and individuals ready to make a difference. It was created with people already doing this work and is designed to help you take your next step, whether you're just getting started or building on something that already exists.

How can you use this playbook?

It all depends on what you're trying to do! If you're starting small with a one-time project or moment, you might want to just jump to the sections that are most useful to you. If you're launching a

larger project that may continue beyond the day, you could read it from start to finish or even use it as a workbook for step-by-step instructions for getting your project off the ground.

Mark your calendar: June 23, 2026.

TogetherTuesday community action checklist

6–8 Weeks Out

Create Your TogetherTuesday Project

Identify a challenge in your community and a tangible action to address it. Decide whether your project will be a one-time activation or an ongoing initiative.

Set Your Goals

Work with your team and partners to define clear, specific, measurable, and meaningful goals for participation, impact, or contributions.

Build Your Team

Assemble a coalition of volunteers, community members, and partners. Assign roles and responsibilities so everyone understands their contributions.

4–6 Weeks Out

Map Your Resources

Take stock of skills, volunteers, financial resources, and materials you have. Identify gaps and what additional support or resources you need.

Plan It Out

Develop a timeline for your project, including key tasks, events, and milestones. Break work into manageable steps and assign owners for each task.

Tell Your Story

Decide how to share your project and invite participation. Collect photos, testimonials, or anecdotes and prepare content for social media, newsletters, and your project page.

2–4 Weeks Out

Choose & Test Your Tech

Select the tools you need for sign-ups, communication, and storytelling. Test usability to ensure participation is easy and welcoming for all.

Build Momentum

Launch communications to generate excitement. Use social media, email, press, or local outreach to share your story and invite the community to take part.

Day Of & Post-Event

Measure Success

Track participation, engagement, and impact using the goals you set. Collect feedback, celebrate achievements, and identify opportunities for sustaining momentum.



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Community Action Playbook

Create your TogetherTuesday project

Click on the images to view examples in the Generosity Toolkit.

Let's take a moment and dream. What's a challenge facing your community? If you had unlimited resources, what would you change to solve this challenge?

Now think smaller: what's one concrete step you can take right now to start making that change happen? That's what we're going to plan.

Your project can be big or small – what matters is that it brings people together to solve a real problem. Your project's reach and goal can vary depending on capacity, resources and time. Here are some examples of things you could do:

	Community Care	Community Connection	Community Engagement
Start Small	 <p>Clean Up Your Community</p>	 <p>Share a Meal at The Longest Table</p>	 <p>Create a Flash Mob of Kindness</p>
Build Momentum	 <p>Share a Skill</p>	 <p>Host a Love Anyway Feast</p>	 <p>Build a Wall of Generosity</p>
Go Big!	 <p>Collect Goods for Your Neighborhood</p>	 <p>Coordinate a Nonprofit Fair</p>	 <p>Organize a Volunteer Day</p>

Let's think about a few things before we jump in:

1

Who might be good partners? Are there people or organizations already working on this issue? How can you come together to raise the visibility of the issue you're working on?

Rein in Hope, a coalition of equine therapy organizations, got its start when a few of the organizations got together to talk about how they could collaborate to fundraise together. They don't focus on who could raise the most, but instead shine a light on what equine therapy groups do - together - for their communities. Barns, riders, and equine professionals across the country share the same message - "hope is alive, and it has hooves".



"What I Learned From a Horse Named Rusty and a Couple of Donkeys"

2

Consider how people will interact with your project. Will there be a coordinated sign up process or are you going to where people already are?

New Bern Giv3 in New Bern, NC hosts a Home for the Holidays party at their farmer's market. This free, family-friendly event brings the community together to celebrate generosity, connection, and the spirit of giving. At the event, 53 nonprofit organizations hosted booths with information on how to get involved in their cause. There was also a community giving tree, where community members could donate items their neighbors requested.






3

How will you tell your story? There are many ways for community members to engage in a way that works for them. How will you collect these stories and share them on social media?

Amplify Austin empowers supporters to tell their own stories through their “I Live Here I Give Here” campaign. Fundraisers customize personal pages with images, videos, and their reason for supporting local nonprofits, then amplify those stories across multiple channels. By encouraging supporters to share via email, social media, and text using #AmplifyAustinDay and #ILiveHereIGiveHere, the campaign creates a digital community conversation. The campaign extends offline too, with local billboards and marquees spotlighting nonprofit stories and supporters, turning individual giving stories into a visible, citywide movement.

Be THE PEOPLE

Create a project page at *Be The People* to easily share your story across social media platforms and get noticed by media and others searching the ***BeThePeople.org*** platform. 

Set goals

Your project's participants include the organizations and partners who come together under a shared banner or call to action to solve a challenge in your community.

Your goal should reflect input by everyone involved. You can gather input by surveying partners, speaking directly with recipients or beneficiaries of your project, meeting directly with organizations, or working with the team of collaborators you're building.

Good goals are:

- ❖ **Specific:** 300 volunteers, "not many people"
- ❖ **Measurable:** You'll know whether or not you reached it
- ❖ **Ambitious:** Stretches you and your partners without being unrealistic
- ❖ **Meaningful:** Matters to the people doing the work and helps and empowers the recipients or beneficiaries of your project

Examples of strong goals include:

- ❖ 500 volunteer hours completed
- ❖ 50 families helped and empowered
- ❖ 10 partner organizations activated
- ❖ \$25,000 raised for local programs

Goal Setting in Action

In 2025, CHA Gives, the United Way of Greater Chattanooga's community campaign, set a goal to reintroduce and strengthen its community-wide campaign. The team focused on co-creating with nonprofit partners, engaging the Greater Chattanooga community, and establishing a baseline for future growth, with success defined by 30+ nonprofits opting in, shared messaging and toolkits used across sectors, and coordinated community-wide visibility. They also gathered baseline data on traffic, engagement, donor behavior, and nonprofit feedback to guide future years.



Here are some ideas for different types of goals that you could work towards. Tick the box(es) that are most interesting to you or add your own in the space below.

Potential goals

Participation

Collaborations

Social followers

Volunteers

Joint activity attendance

Thank you's

Individuals served/helped

Contributions received

Projects completed

Write down some ideas for your project or project goals here. _____

How can this goal be shared throughout your coalition of partners and participants? _____

How many/How much? _____

What event(s) will be included? _____



Meet GivingTuesday Military

Community building in action

Maria, Jessica, and Samantha met for the first time in May of 2019 when they were all honored with the Armed Forces Insurance Military Spouse of the Year awards for their work within the military community. Shortly after meeting, they forged a close bond grounded in their shared passion for service and identified untapped opportunities to serve in communities around the country. To fill this gap, they created a moment that would unite all the branches of service in a collective effort to serve with purpose and kindness. Through this, the GivingTuesday Military movement was born.

When #GivingTuesdayMilitary launched in 2019, they aimed to reach 1 million people. Not only did they meet this ambitious target, but the campaign soared, reaching 2.5 million people. They reached out to 22 organizations that support active military and veterans to reach service members and their families. Their message was simple - perform acts of kindness on GivingTuesday and tell us about it using #GivingTuesdayMilitary. The impact of the day was absolutely incredible, and #GivingTuesdayMilitary ambassadors continue to inspire kindness around the world.

Build your team

The first step in reaching your goals is putting together the group that will bring your project to life.

What parts of your project could use additional help, resources, or skills? How can people help you get this idea off the ground?

What is the purpose of this group?

A clear purpose helps everyone understand what they're signing up for, whether your group has 2 members or 20. Some groups exist to increase capacity, while others aim to inspire community contribution through events or ambassador-led activities. Whatever the goal, it's essential to clearly share the group's purpose and responsibilities so members understand what serving in a leadership role entails.

Purpose of this group:

This group is responsible for the following:

- ✦ _____
- ✦ _____
- ✦ _____
- ✦ _____

Take a minute to write down the tasks that could be spread out amongst people who want to help.

- ✦ _____
- ✦ _____
- ✦ _____
- ✦ _____
- ✦ _____
- ✦ _____
- ✦ _____
- ✦ _____
- ✦ _____

Who can join you in this work?

A diverse group of community members is a great way to bring in new energy, ideas, and perspectives! Think through your partners – area schools, local businesses, youth and

community members, employers with volunteer programs, nonprofit organizations... the list is endless!



List your potential community members and the reason for asking them to serve. This can be specific individuals or general names of groups.

- ▼ _____
- ▼ _____
- ▼ _____
- ▼ _____
- ▼ _____
- ▼ _____
- ▼ _____
- ▼ _____
- ▼ _____
- ▼ _____
- ▼ _____

Map your resources

Now that we have an idea of who can help lead this effort, let's spend some time thinking about what else you have and need. Earlier we dreamed about what you could do with unlimited resources, but this likely isn't the reality. Take a few minutes to map out resources you do have access to. Remember to be specific – "a volunteer with graphic design skills" is more useful than "marketing help."

	Donated goods and resources	Financial resources
What you have		
What you need		
What other types of resources not listed might you need?		

Plan it out

Set up a timeline for project planning. We'll dive deeper into the activities in the timeline in the remainder of the workbook.

Action	Who?	By when?	Complete?
Determine participants			
Set a kickoff meeting date			
Agree on goal			
Divide coalition into task groups			
Create a project or project brand + shared assets			
Build communications timeline			
Recruit ambassadors			
Engage local business partners			

Action	Who?	By when?	Complete?
Identify potential funding partners (brands or supporters)			
Assemble stories and create outreach plan to share your stories- <i>BeThePeople.org</i> has resources to help			
Consider joint event/ activity (virtual or in-person) for supporters to work on the issue			
Thank volunteers and supporters			
Plan for project or project sustainability (through repeat volunteers and supporters)			

Find collaborators

A great project inspires people to get involved. Make a list of the people you hope to include in your project. When they say yes, check them off.

Organizations or individuals already doing this work, or those who might be interested in joining forces

- ✍ _____
- ✍ _____
- ✍ _____
- ✍ _____
- ✍ _____

Community allies that can increase visibility (small businesses, PR, marketing)

- ✍ _____
- ✍ _____
- ✍ _____
- ✍ _____
- ✍ _____

People who can volunteer or donate

- ✍ _____
- ✍ _____
- ✍ _____
- ✍ _____
- ✍ _____

People with platforms (influencers, community leaders)

- ✍ _____
- ✍ _____
- ✍ _____
- ✍ _____
- ✍ _____

Tell your story

Name Your Project

Your project's name is the first thing people will see — and the first reason they'll want to get involved. A strong name can root your work in local pride, signal who it's for, and make your community feel like it belongs to them.

Leveraging Your Name

Many of the most impactful Community Campaigns successfully create their own local identity to elevate their efforts beyond a single day. For example, communities like CHAgives (Chattanooga, TN) leverages local city pride, while others like The Panhandle Gives (Texas), covers 26 counties under a regional umbrella brand. These brands successfully translate a larger, cultural moment into a personal, localized celebration of community action.



Jot down a few ideas here:

Things to consider when determining your brand:

Is it something that will live on a single day or year-round?

Will you need a URL/website or social media presence?

You can check whether a url/website domain is available and purchase a domain at godaddy.com.

What could your hashtag be? Is it available?

You can check availability of a hashtag at checkmyhashtag.com.

**Bring these ideas to your organizing meeting
and get the group's feedback!**

Tell Your Story

A good story will include one or more of the following elements:

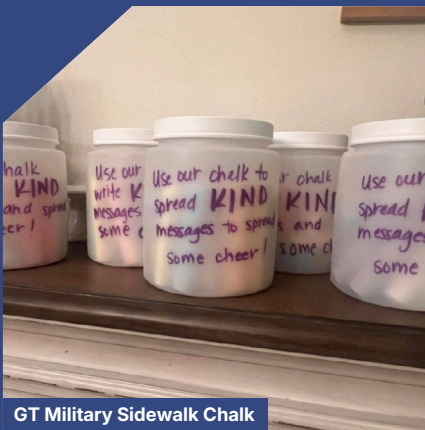
- ❖ Specific program or project you're putting together
- ❖ An understanding of the audience you want to reach
- ❖ A real person (community member and/or volunteer)
- ❖ Concrete impact (supporting data– numbers, before/after, etc.)

Looking for inspiration?
Check out some stories of
leaders solving challenges
in their own communities
across the county.

Here's some examples to
get you started:



Bethel Gives



GT Military Sidewalk Chalk



Mental Health Awareness

Your story ideas:

Who is the person or project? What's the specific impact?
Why does it matter beyond this moment?

Story idea 1: _____

Story idea 2: _____

Story idea 3: _____




Spread The Word


Activating your project on TogetherTuesday and connecting it with *Be The People* will increase the visibility of your project and inspire others to follow your lead. Creating your project page makes it available to influencers who can amplify it in their own authentic voice.

For inspiration, check out what others are doing at Stories.BeThePeople.org — including Sergio from Claremont, CA, who delivers books to incarcerated individuals, and Martha from Harpswell, ME, who works with her community to support aging neighbors.



Be THE PEOPLE

Check out hundreds of other inspiring stories to see what everyday people are doing to solve problems and support their local communities all over the country. Stories.BeThePeople.org 

Create a project page to reach influencers, media, and community members who can amplify your story. BeThePeople.org 

Ready to share? Share your own story at BeThePeople.org and use hashtags to increase your visibility across social media.
#BeThePeople
#TogetherTuesday

Identify project ambassadors

Project ambassadors believe in you and are credible voices that can amplify your project's reach.

- ✦ Identify prominent members of the community you'd like to partner with that already have a following based on your issue, cause or belief.
- ✦ Engage your coalition by sharing a short media brief with talking points that participating organizations can disseminate with ambassadors they might be in touch with.
- ✦ Resource ambassadors with engaging, easy-to-share content on a consistent schedule.
- ✦ Set aside time in your project timeline to reach out to these ambassadors.



Staff and Board Members of participating organizations

✦ _____	✦ _____
✦ _____	✦ _____
✦ _____	✦ _____

Prominent figures

✦ _____	✦ _____
✦ _____	✦ _____

Donors/volunteers

✦ _____	✦ _____
✦ _____	✦ _____
✦ _____	✦ _____

Local celebrities/athletes/influencers

✦ _____	✦ _____
✦ _____	✦ _____

Who will be responsible for creating content and communicating with ambassadors?

Choose & test your tech

Choosing the Right Technology

Selecting the right tools can make your work easier, more efficient, and more impactful... but it can also feel overwhelming. Remember: technology doesn't solve problems on its own, and sometimes it creates new ones. Before

choosing a tool, consider whether you truly need any new tech at all, or if your existing systems could work.

The key is to focus on your goals first: what do you need the technology to do, and who will be using it?

Start with your needs

- ❖ **Purpose:** Are you raising funds, tracking volunteers, communicating with your community, or all of the above? For example, any of these options could work:
 - **Raising Funds:** Paper check collection basket at events, Venmo or Paypal links shared via texts, donation button on your website
 - **Tracking Volunteers:** A clipboard with sign up sheet at meetings, Google sheet or form, CRM
 - **Communicating:** Group text thread or WhatsApp group, Email BCC list, Facebook Group, full platform with mailing list
- ❖ **Users:** Consider who will interact with the platform - your team, ambassadors, or the broader community. Make sure it's intuitive for everyone who needs to use it.
- ❖ **Integration:** Think about other tools you already use. Can this platform connect to them, or will it require extra work?

Do a tech check!

Make sure that your tech delights your audience.

Pro-tip: Test everything as if you're a first-time user who has never heard of your project. Go through your audience's experience on computer, tablet and phone. Start with email/social, click to website, sign up, and review any confirmations and the thank you's. Would your audience be delighted by the experience?

Note any fixes you need to make in the boxes on the right.

Website, marketing, and donation processing should be reviewed and optimized for your project. All should be simple, intuitive, and welcoming.

Website/Landing page

Sign up process

Marketing and outreach, social channels

Create excitement

Challenges and contests create energy and excitement. List challenge and contest ideas here:

- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____



GivingTuesdayHawaii leaders partnered with the Bank of Hawaii + First Hawaiian Bank to “takeover” two corners of the busiest streets in downtown Honolulu. They created a fun, lively atmosphere so people would get curious and gather to learn more about the work that nonprofits do across the islands. Partners included a well-known local chef who provided free food, a contemporary dance organization, and more. The bank partners and the Foundation pulled funds together so that attendees would have the opportunity to give \$500 to their favorite charity by putting their business cards in a jar. Their local TV anchor pulled names and announced the winners live on the news throughout the day. In total, \$15,000 was awarded to charities in Hawaii.

Build momentum

Develop a plan to build excitement for your project. Consider mail, email, social media, and traditional media. Create exciting, original content and communicate consistently through all of your outreach channels and to your ambassadors.

Here's a list of elements to think about as you build out your marketing materials.

Resource/ action	How is it shared/used?	Who is responsible?	Deadline
Central logo & graphics	Provide a central folder (e.g., Google Drive) with all branded images and co-branded logos		
Shared story library	Collect 5-10 powerful local stories that all community members and participants can use		
Tracking/ reporting	How will you gather data on engagement? Think through the tools you have available and see which metrics you can measure		

Once you have your messaging and collateral, you'll have to get it out there. Your plan should be designed around goals and brand so that all elements of your outreach reinforce each other.

Marketing channel/ action	Activity/tactic	Timing	Owner/lead
Social Media	Create a central project hashtag; Share partner stories	Starts 6 weeks out; peaks 1 week out	
Email/ Newsletter	Send updates to participant list	4-5 key sends leading up to the date	
Local Media	Issue a press release announcing the project; Secure interviews with the Mayor/Leaders in your community	Release 6 weeks out; Pitch interviews 2 weeks out	
Physical/Local	Hang posters/banners at key locations Get local businesses to display QR codes with link to sign up	2-3 weeks out	



Share your stories at BeThePeople.org



Measure success

Remember that goal we created earlier?

How will you measure it?

Jot down the different targets and tools you'll use to gauge your success.

Goal	Target Number	Measurement Tool
Example: Number of people helped by your project (output)	E.x. 1,000	Data collected by volunteers
Example: Did your audience use or apply new knowledge or skills (outcome)	E.x. 100	Post-event survey






You did it!

Congratulations on completing the workbook. You have built a foundation for impactful solutions for your community. We'd love to learn more about what you're planning, and help with resources you may need to bring this to fruition.

Email: communities@givingtuesday.org

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Create a **project page** at *Be The People* to share how you're taking action and access free resources to support your project. **[BeThePeople.org](https://www.bethepeople.org)** 

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Follow GivingTuesday for inspirational stories, helpful tips and trending topics in philanthropy. We also highlight projects, campaigns, and actions from our team of leaders around the globe who take on change-making work in over 110 countries. We're on all your favorite platforms.

➤ Click on the icons below to visit GivingTuesday on these various platforms:



Be THE PEOPLE

And follow *Be The People* to learn more about what others are doing across the country to problem-solve in their communities, view and share inspirational stories through your social media channels, and find other *Be The People* events happening in your community and across the country.

➤ Click on the icons below to visit Be The People on these platforms:



TogetherTuesday FAQs

What is GivingTuesday?

GivingTuesday reimagines a world built upon shared humanity and generosity. Our global network collaborates year-round to inspire generosity around the world, with a common mission to build a world where generosity is part of everyday life. Whether it's making someone smile, helping a neighbor or stranger, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts, and everyone has something to give.

What is Be The People?

Be The People is a national effort to reignite the American spirit. Every day, millions of Americans contribute their time, skills, and support to do the hard work of improving their communities...and the country. *Be The People* is making a 10-year commitment to lift up the movement that is already happening in communities across the country but not breaking through the noise. *Be The People* is built to help everyday Americans do what they're already inspired to do—help each other succeed. And to put the spotlight on people who help make our communities better, one step at a time.

Who is behind Be The People?

Be The People is led by a coalition of organizations working in communities across the United States—nonprofit groups and philanthropies like Realize the Dream, the MacArthur Foundation, More Perfect, GivingTuesday, Stand Together, and Goodwill—and individuals who are committed to helping make things better like Jon Batiste, Brian Grazer, Martin Luther King III, Bishop TD Jakes, Emma Bloomberg, Tim Shriver, and others. The *Be The People* leadership council represents a wide range of Americans from all walks of life.

Why is GivingTuesday partnering with Be The People?

GivingTuesday and *Be The People* share a fundamental belief: communities hold the solutions to their biggest challenges, and that positively contributing to your community is a universal value that transcends divides.

What is TogetherTuesday?

TogetherTuesday is a day of community action focused on caring for, connecting with, and engaging your community in visible, shared ways.

Who is this for?

TogetherTuesday is for anyone who wants to strengthen their community. You don't need to be part of an organization, have prior experience, or hold a formal leadership role. Individuals, nonprofits, grassroots groups, neighbors, and informal collectives are all welcome.

What does participation look like?

Participation can take many forms – hosting a small gathering, organizing a simple act of care, inviting neighbors to help one another, or amplifying how people are already contributing in your community. The playbook can help you decide what makes sense for you.

Is this a fundraising campaign?

TogetherTuesday is about generosity broadly – time, care, connection, kindness, and resources. You choose what contribution looks like in your context.

How much time does this take?

That's entirely up to you. Some projects take an hour; others unfold over weeks. The playbook is designed to support both small, simple actions and more involved efforts.

Do I need a team?

Not necessarily. You can participate solo or with a group. That said, many people find that involving even one or two others makes the experience more energizing and sustainable.

How do I sign up?

While there's no application process or official sign up process, sharing your project on the *Be The People* page can amplify your project and create visibility for you and your community.

What if my community is small or rural?

TogetherTuesday works in communities of all sizes. The focus is on connection, not scale.

What resources or budget do I need?

Many TogetherTuesday projects require little to no money. The playbook encourages you to start with the assets, relationships, and skills you already have.

What support can GivingTuesday provide?

Contact the GivingTuesday US Communities team to join a cohort of peers engaging in TogetherTuesday.

What if I don't want to create my own project?

Can I join someone else's? Check out the *Be The People* platform to find a project in your area!

What happens after TogetherTuesday?

TogetherTuesday can be a one-off action for you, or a launching point for broader community involvement and connection. Want to get involved more with the GivingTuesday community? Sign up for our newsletter. Want to receive regular updates and remain connected to Be The People? Sign up for the newsletter here.