



# GIVING TUESDAY

**ADVOCATE KIT**

*Thank you for your support.*

**ICF**

Foundation

# PROMOTIONAL GRAPHICS

In addition to the ICF produced promotional graphics you can access to use in your emails and on social media via [Canva](#), we also encourage you to check out the official graphics available [here](#). You'll have both options to choose from to help amplify our message!



GIVING  
TUESDAY



## SOCIAL MEDIA MESSAGING

This year, I am supporting the ICF Foundation for #GivingTuesday to help them achieve their mission of accelerating and amplifying social system change through coaching! Their work — from annual coaching education scholarships to reduced-rate coaching for nonprofit organizations working toward UN Sustainable Development Goals — helps change lives around the globe.

Join me in making the gift of coaching accessible to even more individuals and organizations by [donating to the ICF Foundation this Giving Tuesday](#).

#ICFFoundation #ICFSocialImpact



GIVING TUESDAY

On December 3, let us be the change we want to see in the world. Join me in supporting the ICF Foundation for #GivingTuesday. Through Ignite coaching initiatives, they connect coaches and ICF chapters with nonprofits, creating real, positive social system change. Your donation can make a real difference in the lives of nonprofit leaders and those they serve. Together, we can create a better world. [Donate now!](#)

#ICFSocialImpact #ICFFoundation

---

I wanted to share something close to my heart: The incredible work of the ICF Foundation! They're on a mission to create positive social system change worldwide through the transformative power of coaching.

Support them this #GivingTuesday and join a global movement for good. [Donate today!](#)

#GivingTuesday2024 #ICFSocialImpact #ICFFoundation

---

If you are as passionate about empowering the world through coaching as I am, join me in supporting the ICF Foundation this #GivingTuesday. They connect and equip coaches with nonprofit organizations focused on the UN Global Goals, accelerating social system change. ***You are changing the world through coaching!*** Inspiring hope, [one donation at a time!](#)

#GivingTuesday2024 #ICFSocialImpact #ICFFoundation



**GIVINGTUESDAY**

# EMAIL TEMPLATE

**Subject:** Can I Count on You to Join Me in Transforming Lives This #GivingTuesday?

**Preview Text:** Learn how your support can make a difference.

Dear [Name],

I want to share something close to my heart.

From November 15 to December 15, I'm partnering with the ICF Foundation for a #GivingTuesday campaign. This organization is committed to creating positive social impact through coaching, and I wholeheartedly believe in their incredible mission.

Here is an example of a recent ICF Foundation Ignite Initiative. In Kenya, where gender-based violence threatens women and children, the ICF Foundation partnered with the ICF Kenya Chapter and provided pro bono coaching for 16 grassroots community leaders with Life Bloom Services International. This organization aids survivors of human trafficking and sexual exploitation, offering safe spaces and disrupting systemic cycles of abuse. Coaching has empowered Life Bloom and its women leaders to improve program outcomes, productivity, employee engagement, well-being, career development, and more.

As an ICF Foundation advocate, I am reaching out for your support. We aim to raise \$20,000 USD together, and your financial contribution, no matter the size, will play a crucial role. There is so much work yet to be done. Every gift matters!

Please consider sharing your involvement on social media using #ICFSocialImpact and tagging ICF. Your voice could be the spark that ignites even more positive change!

[Join in the Movement.](#)

Your generosity will make a tangible difference in the lives of those in need. Remember, #GivingTuesday officially takes place on December 3, but donations can be made any time between November 15 and December 15 by [using this special link](#).

Thank you for considering this important cause, and for being a part of our collective effort to make the world a better place. You are changing the world through coaching!

Wishing you a wonderful #GivingTuesday filled with joy, compassion, and a spirit of giving!

[Your Name]

[Your Title/Organization]

The logo for GivingTuesday features the word "GIVINGTUESDAY" in a bold, sans-serif font. The letter "I" is replaced by a stylized icon of a hand with fingers spread, rendered in a purple-to-pink gradient. The letters "GIVING" are in a light purple color, and "TUESDAY" is in a darker purple color. The background of the logo area shows a close-up of hands clasped together in a supportive grip, with a soft, out-of-focus effect.

GIVINGTUESDAY

For **#GivingTuesday**

I'm donating to the  
**ICF Foundation** to  
support social change  
through coaching!

**GIVINGTUESDAY**

**ICF**

Foundation