



GivingTuesday Toolkit

Advocate Toolkit



About The #GivingTuesday Toolkit

This toolkit is designed to help ICF members and ICF Foundation supporters inspire donations leading up to and on GivingTuesday. Included are ready-to-use messaging, graphics, and stories, all created to make it simple for you to rally support and highlight the ICF Foundation's impact on advancing the coaching profession around the world.

Campaign Theme:

Coaching for a Better Tomorrow

Your support today transforms lives and communities for generations.

Be sure to follow the ICF Foundation [GivingTuesday webpage](#), and ICF on [Facebook](#), [Instagram](#), and [LinkedIn](#) to stay connected. It's also a great opportunity for you to share ICF Foundation posts with your own networks and help spread the impact of coaching even further.

Social Media Messaging & Graphics

November 15

National Philanthropy Day

Click [here](#) to download images.

Option #1

As a supporter of the ICF Foundation, I've seen firsthand how coaching can transform lives by helping individuals, organizations, and communities unlock potential and create lasting social impact.

I invite you to join me today on National Philanthropy Day, in supporting the ICF Foundation. Together, we can expand the reach of coaching and empower more people to thrive.

<https://bit.ly/47EX9nS>

#NationalPhilanthropyDay #ICFFoundation #CoachingForImpact #GivingBack #ICFSocialImpact

Option #2

Your support = lasting impact.

As we celebrate National Philanthropy Day, your generosity today fuels coaching initiatives that transform lives and strengthen communities around the world, for generations to come.

<https://bit.ly/47EX9nS>

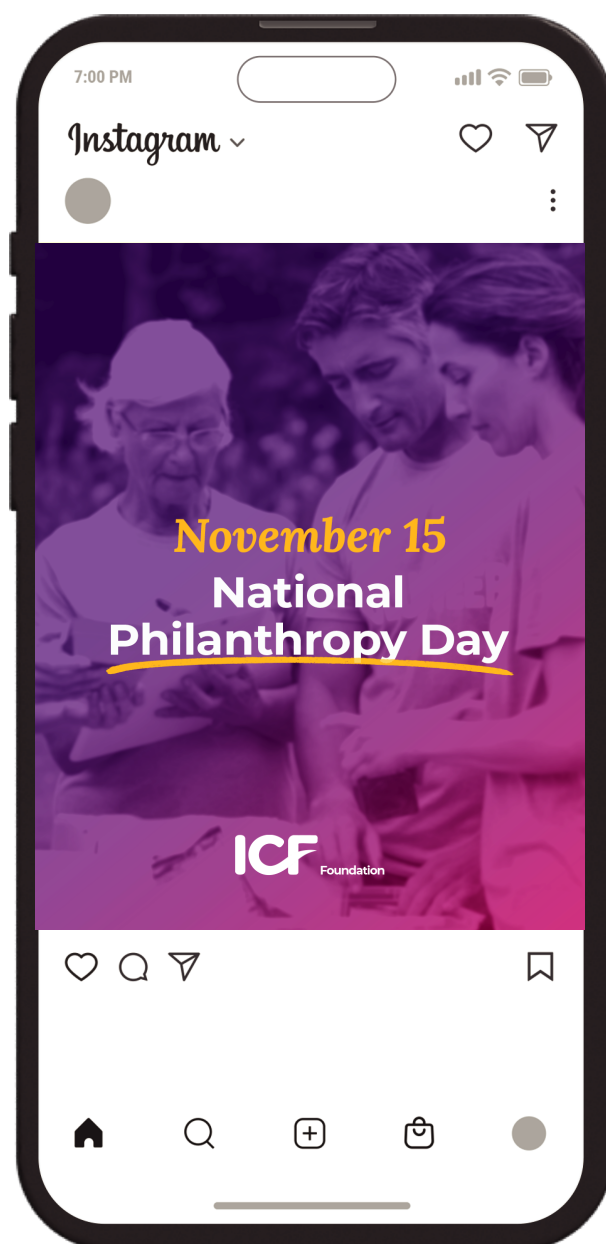
#NationalPhilanthropyDay #socialimpact #CoachingForImpact #ICFFoundation #ICFSocialImpact

Option #3

It's National Philanthropy Day and I'm proud to support the ICF Foundation! Why? Because coaching helps build equity, resilience, and social impact that extends far beyond one moment or one person.

My financial support isn't just supporting coaching. It's helping to create opportunities, transform communities, and empower lasting change.

Join me in donating to the ICF Foundation today and be part of something bigger. Together, we can make an impact that echoes for generations. <https://bit.ly/47EX9nS> #ICFSocialImpact



Social Media Messaging & Graphics

December 2

#GivingTuesday

Click [here](#) to download images.

Option #1

If you believe in the power of coaching to create lasting change, join me in supporting the ICF Foundation this #GivingTuesday.

Together, we can expand the reach of coaching, empower communities, and build a better tomorrow.

Your gift today helps transform lives for generations to come. <https://bit.ly/3JLYJN1>

#CoachingForImpact #ICFFoundation
#GivingTuesday#ICFSocialImpact

Option #2

I donated to the ICF Foundation this #GivingTuesday because I believe coaching has the power to transform lives and strengthen communities across the globe.

Join me in being part of that change! Together, we can create a better tomorrow through coaching. <https://bit.ly/3JLYJN1>

#GivingTuesday #ICFFoundation #CoachingForImpact
#ICFSocialImpact

Option #3

Join me this #GivingTuesday in making the gift of coaching accessible to even more individuals and organizations by supporting the ICF Foundation.

Together, we can expand the reach of coaching, empower communities, and create lasting impact. <https://bit.ly/3JLYJN1>
#CoachingForImpact #ICFFoundation #GivingTuesday
#ICFSocialImpact



Email Template - General

Subject: Join Me in Using Coaching for Global Impact This #GivingTuesday.

Preview text: Support the ICF Foundation and help coaching build equity, resilience, and opportunity around the world.

Dear [Name],

I want to share something close to my heart. As a coaching professional and industry advocate, I'm partnering with the ICF Foundation for their #GivingTuesday campaign: Coaching for a Better Tomorrow.

The ICF Foundation is committed to creating positive social impact through coaching, and I not only believe in that mission, but have seen it first-hand. Coaching doesn't just help one individual, it sparks ripple effects that inspire teams, organizations, and entire communities.

Consider the words of an Ignite Initiative recipient Martin Lai from the Hong Kong Red Cross: *"Achieving my coaching goals allowed me to uncover unexpected strengths, such as better adaptability and confidence in handling challenges. I also noticed that my progress has a positive ripple effect on those around me, motivating them to strive toward their own goals."*

This is the power of coaching, and your generosity makes it possible. Together, we are empowering individuals, strengthening organizations, and inspiring communities worldwide.

As an advocate for the ICF Foundation, I'm reaching out for your support. Our goal is to raise \$20,000 USD, and every gift, no matter the size, plays a crucial role in building a better tomorrow.

Here's how you can help:

Make a donation any time between November 15 and December 15 using this special link: <https://bit.ly/43Jlozl>

Spread the word by sharing your involvement on social media using #ICFSocialImpact and tagging ICF. Your voice can ignite even more positive change.

Let's come together this #GivingTuesday, December 2, to raise awareness of the many ways coaching transforms lives today and builds stronger, more resilient communities for generations to come.

Thank you for being part of this collective effort!

[Your Name]

[Your Title/Organization]

Email Template - Corporate Giving

Subject: Partner with the ICF Foundation to Create a Better Tomorrow

Preview text: Support the ICF Foundation and help coaching build equity, resilience, and opportunity around the world.

Dear [Name],

I'm reaching out to invite [Company Name] to join me in supporting the ICF Foundation's #GivingTuesday campaign — Coaching for a Better Tomorrow.

The ICF Foundation is dedicated to creating positive social impact through coaching. Its initiatives empower individuals, strengthen organizations, and help communities thrive. As a coaching professional, I've seen firsthand how transformative coaching can be, not only for one person, but for the teams and communities around them.

Consider the words of Martin Lai from the Hong Kong Red Cross, a participant in the ICF Foundation's Ignite Initiative:

"Achieving my coaching goals allowed me to uncover unexpected strengths, such as better adaptability and confidence in handling challenges. I also noticed that my progress has a positive ripple effect on those around me, motivating them to strive toward their own goals."

This is the kind of ripple effect your organization can help amplify. By supporting the ICF Foundation, your company invests in the power of coaching to drive lasting social change — helping communities around the world build resilience, confidence, and capacity for growth.

Here's how your organization can make an impact:

Make a corporate donation between November 15 and December 15 through this secure link: <https://bit.ly/3X8hVl1>

Engage your team by sharing the campaign and encouraging participation by using #ICFSocialImpact on social media.

Together, we can create a better tomorrow — one conversation, one coach, and one community at a time.

Thank you for considering this opportunity to make a meaningful difference.

Warm regards,
[Your Name]
[Your Title/Organization]
[Contact Information]

Talking Points

1. Purpose of #GivingTuesday

- #GivingTuesday is a global day of generosity, celebrated annually on the Tuesday after Thanksgiving.
- It's an opportunity for the ICF community to come together to support coaching education, research, and programs through the ICF Foundation.
- Every gift, regardless of size, helps advance the impact of coaching worldwide.

2. Key Messages

- Contributions to the ICF Foundation support programs such as the Ignite Initiative, special projects and scholarships that increase access to coaching globally.
- Donations are an investment in the growth, credibility, and reach of the coaching profession.
- Supporting the ICF Foundation has lasting social impact through partnerships with organizations that uphold the UN SDGs.

3. Why Support the ICF Foundation on #GivingTuesday?

- Coaching creates impact beyond the individual. The ICF Foundation leverages coaching to strengthen communities, nonprofit organizations, and social change initiatives worldwide.
- Every gift fuels access. Donations help bring coaching to leaders and organizations that might not otherwise have access, expanding equity and opportunity.
- A global ripple effect. Supporting the ICF Foundation means investing in programs that build resilience, leadership, and long-term solutions, extending far beyond a single coaching conversation.
- Amplify the power of #GivingTuesday. Your gift on this global day of generosity aligns with thousands of others worldwide, multiplying the difference we can make together.
- Coaching for social good. By giving, you help integrate coaching into the work of humanitarian and social impact organizations, advancing the UN Sustainable Development Goals.
- Collective strength. When coaches and supporters join together on #GivingTuesday, we demonstrate the strength and generosity of the coaching community on a global stage.