



GivingTuesday Toolkit

ICF Chapter Leaders



About The #GivingTuesday Toolkit

This toolkit is designed to help ICF chapter leaders inspire GivingTuesday donations to the ICF Foundation. Inside, you'll find 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.

Be sure to follow the ICF on [Facebook](#), [Instagram](#), and [LinkedIn](#) to stay connected. In the lead-up to GivingTuesday, we'll be sharing stories, resources, and ways you can engage. 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.

Campaign Theme:

Coaching for a Better Tomorrow

● *Your support today transforms lives and communities for generations.*

Social Media Messaging & Graphics

November 15

National Philanthropy Day

Click [here](#) to download images.

Option #1

As we celebrate National Philanthropy Day and look ahead to #GivingTuesday, we're reminded of the power of generosity to spark change.

By supporting the ICF Foundation, you help amplify the impact of coaching in communities worldwide, expanding access, fostering growth, and creating lasting social impact.

Join us this season of giving and be part of a global movement that turns compassion into action. <https://bit.ly/47ztnSX>

#NationalPhilanthropyDay #ICFFoundation #CoachingForImpact #ICFSocialImpact

Option #2

Coaching for a Better Tomorrow starts with you.

As we celebrate National Philanthropy Day and approach #GivingTuesday, we invite you to join us in supporting the ICF Foundation. Your generosity today fuels coaching initiatives that transform lives and strengthen communities, for generations to come.

Together, we can create lasting impact. Will you be part of it?
<https://bit.ly/47ztnSX>

#NationalPhilanthropyDay #CoachingForImpact #ICFFoundation #ICFSocialImpact

Option #3

Your support = lasting impact.

On National Philanthropy Day and #GivingTuesday, you have the opportunity to support the ICF Foundation and help showcase the lasting impact of coaching, transforming lives and communities for generations. <https://bit.ly/47ztnSX> #ICFSocialImpact



Social Media Messaging & Graphics

November 16 - December 1

For ongoing use

Click [here](#) to download images.

Option #2

Fellow ICF (INSERT CHAPTER NAME) members, the ICF Chapter Challenge is back!

This is our chance to make a meaningful difference, highlight the global impact of coaching, and earn recognition for our chapter's fundraising efforts.

Let's come together and make ICF [Chapter Name] the 2025 #GivingTuesday Top Contributing Chapter!
<https://bit.ly/47NshBH> #ICFSocialImpact

Option #2

The ICF Chapter Challenge is here! This #GivingTuesday, let's come together to showcase the power of coaching. By supporting the ICF Foundation, we can amplify our profession's impact worldwide and put our chapter in the spotlight for outstanding fundraising.

Let's aim high and make ICF [Chapter Name] the 2025 Top Contributing Chapter! <https://bit.ly/47NshBH> #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/4qT2v7Y>

#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/4qT2v7Y>

#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/4qT2v7Y>
#CoachingForImpact #ICFFoundation #GivingTuesday #ICFSocialImpact



Email Template - General

Subject: Transform Lives Through Coaching This #GivingTuesday

Preview text: Your support will impact lives and communities around the world for generations.

Dear Member,

As your ICF chapter leader, I want to personally invite you to join me, and our coaching colleagues around the world, in supporting the ICF Foundation this #GivingTuesday.

Your financial contribution, no matter the size, helps increase awareness of the coaching profession and expands its reach to individuals and organizations who can benefit from coaching the most. Additionally, we have the 4th Annual ICF Chapter Challenge. Our chapter goal is to raise \$ _____ USD. With your help, we can meet and exceed this goal!

Chapters that achieve the highest fundraising totals will be celebrated across ICF's social media channels, the ICF Foundation website, the donor newsletter, and will earn a digital badge to showcase on their chapter website. This is a unique opportunity to make a meaningful impact, highlight the value of coaching in the world, and receive recognition for your chapter's outstanding efforts. Together, we are transforming lives through coaching. Every contribution counts!

I encourage you to share your participation in this important initiative on social media using #ICFSocialImpact and tagging ICF. Your story could inspire others and help expand the reach of this global movement!

Mark your calendars for #GivingTuesday on December 2, but donations can be made anytime between November 15 and December 15. When you [donate](#), be sure to include your chapter information to ensure your gift counts toward the Chapter Challenge.

Thank you for supporting this powerful cause and for helping us demonstrate how coaching transforms lives and communities for generations.

Wishing you a #GivingTuesday filled with generosity, joy, and the spirit of making a difference!

[Your Name]

[Your Title/Organization]

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.