Communications Toolkit

#GIVINGTUESDAY

2018 COMMUNICATIONS TOOLKIT

Thanks for joining #GivingTuesday! We're so glad to have you involved in the movement! We encourage you to use the following resources to talk about your campaign plans. You can also reach out to our team anytime at info@givingtuesday.org with specific questions or to share any announcements and plans.

Some quick details about #GivingTuesday;

- #GivingTuesday is a **global movement** - we've seen campaigns happen in almost every country in the world.
- This year's #GivingTuesday falls on **Tuesday, November 27, 2018**
- **Anyone, anywhere can get involved** and give back in a way that's meaningful to them. There's no minimum or limit to how people can do good.
- **All types of organizations are welcome to participate**. From schools to nonprofits to small businesses, corporations, and more, there's plenty of case studies and examples for how your organization can get involved.
- While #GivingTuesday is celebrated on November 27th, **your campaign can be much longer than one day**. We see a lot of campaigns that kick off before #GivingTuesday or that launch on #GivingTuesday and connect to a larger end-of-year or holiday campaign.
- **We do not process any donations**. If you are fundraising, all donations will go directly to your organization through your website, mail, or giving platform – not the #GivingTuesday site.

Ready to start? We've put together this toolkit to provide you with all the resources you need to plan a successful campaign, including:

- #GivingTuesday mega messages to talk about the movement with your team, board, donors, and the wider public
- Ideas for getting involved
- Social media tips
- Sample campaign timeline
- Press release template
- Mayoral proclamation toolkit
- #GivingTuesday team contact information

MEGA MESSAGES

One of the key components of #GivingTuesday is that it's co-owned by those who participate. You are a driver of this movement, and as such, we encourage you to be an ambassador and integrate these mega messages into your talking points:

- #GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in countries around the world. Millions of people have come together to support and champion the causes they believe in and the communities in which they live.

- We have two days for getting deals – Black Friday and Cyber Monday. On #GivingTuesday, we have a day for giving back. Together, people are creating a new ritual for our annual calendar. #GivingTuesday is the opening day of the giving season.

- Every act of generosity counts, and each means even more when we give together. #GivingTuesday includes people of all ethnicities, religions and backgrounds.

- Everyone has something to give. You can give time or expertise, monetary donations large or small, simple acts of kindness, food or clothing.

IDEAS TO GET INVOLVED

#GivingTuesday is a great day to collaborate and experiment. Over the past six years, we've seen incredible creativity from our community. In fact, 82% of participating organizations reported they used #GivingTuesday to try something new in 2017.

Below are some examples of ways your organization can activate on #GivingTuesday. Remember to check our website for the latest ideas, trends and tips to launch your #GivingTuesday initiative!

Raise Funds

- If you're a school, religious organization, or nonprofit, #GivingTuesday is a great day to fundraise for your organization. We've seen many record-breaking giving days come out of #GivingTuesday campaigns - think about ways to engage your donors in a new and meaningful way. You can check out our case studies for some good examples of nonprofits at a local, national, and international level.
- If you are a business, partner with a nonprofit and get your employees involved in a giving campaign. Provide a match, host an event, donate product, or volunteer – there's many ways you can have an impact. Read our local business or corporate case studies for more ideas.
- Connect your #GivingTuesday activity to your end-of-year or holiday campaign. Use #GivingTuesday as the start of the giving season.

Volunteer

- Volunteer for a charity or organize a larger team volunteer event with your friends, staff and neighbors.
- Donate pro bono hours to help charities in need of your skills.
- Organize a donation drive for people to donate goods, clothing and other items to those in need.

Collaborate

- Partner with local organizations to give a donation (money, goods or services) to nonprofits.
- Ask organizations to work together to build a community #GivingTuesday campaign. In 2017, over 100 cities and communities led their own #GivingTuesday movements.
- Create a #GivingTuesday product to sell during the holiday season and donate proceeds to a partnering charity on #GivingTuesday.
- Get your local government officials to proclaim November 27, 2018 #GivingTuesday in your city or town. Make this a big press moment and bring the community together to celebrate generosity. See our **Mayoral Proclamation Toolkit** for more ideas.

Get Social

- Activate your social media followers and ask them to share stories of why they support your organization.
- Celebrate community heroes and service leaders on social media and with your local press.
- Create your own hashtag. We've seen #GivingZooDay, #GivingTreesDay, #GivingShoesDay, #iGiveCatholic, and more. Have fun creating your own twist on #GivingTuesday.
- Share photos from past campaigns or volunteer events to teach your followers about how you serve the community. Remember to use the hashtag #GivingTuesday!
- Create a #GivingTuesday video with your family, community or staff. Share on YouTube, Facebook, and social media using the hashtag #GivingTuesday.
- Brand your personal and organizational social media accounts with #GivingTuesday graphics and be an ambassador for the movement.
- Partner with organizations or sponsors to do a social media fundraising campaign, where a certain amount is donated per re-tweet, like, or post.

Give More

- #GivingTuesday is so much more than one day in November. Pledge to do more the following year. For instance, you can give a certain amount every month to a charity, pledge to volunteer every month or launch a payroll giving program to continue to give back.

SOCIAL MEDIA TIPS

As a hashtag, social media is a key part of #GivingTuesday communications. It's also one the of the best ways to engage your donors and community, and to share your organization's mission and values.

Remember to use the hashtag #GivingTuesday on social media when talking about your campaign. Our team is always online and would love to retweet and share your campaign updates!

We are happy to help spread awareness about your campaign on social media. All you need to do is tag us in your post so we can share. You can find us on Twitter @GivingTues, and on Facebook, Instagram, or Snapchat and we will retweet or share your messages. You can also follow us for the latest news, tools, and graphics to use for your campaign.

Please refer to our **Social Media Toolkit** for more tips and ideas for social media. Some sample messages include:

- **Twitter**: "This year's #GivingTuesday is on November 27th. Stay tuned for our plans and how you can make a difference! @GivingTues"
- **Facebook**: "We're looking forward to November 27th - this year's #GivingTuesday. Stay tuned for our campaign plans and share how you can make a difference this #GivingTuesday!"
- **Instagram**: "We're counting down the days until November 27th - #GivingTuesday. Stay tuned for our plans and share your favorite pics for how you are giving back! #givingtuesday #giving #nov27 #unselfie

2018 CAMPAIGN TIMELINE

So you've signed up for #GivingTuesday, but where do you start? This timeline will help you plan for #GivingTuesday.

May – June (5-6 months out)

- Make sure you've registered for #GivingTuesday at www.givingtuesday.org by clicking the "Join Now" button. This will add you to our list of Participating Organizations and our newsletter, so we can send you the latest updates and news.
- Download the case studies and toolkits relevant to your organization.
- Download our logo files.
- This is the crucial planning period for your team. Have a staff meeting and select the team that will work on your #GivingTuesday campaign. Assign roles and start floating ideas for how your organization can get involved. You can review the case studies as a group and start thinking about ideas for campaigns.
- Collaborate. If you are thinking of working with another organization on your campaign, now is the time to pitch partners and get them on board. Reach out to local businesses, funders, and potential partners and explore ideas.

July (4 months out)

- Set a goal. Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- Think about a match. If you are organizing a fundraising campaign, talk to donors about providing a match or challenge grant to build extra excitement on #GivingTuesday.

August (3 months out)

- Confirm your campaign plan and goal. Map out a team timeline and share internally with your staff.
- Confirm assets and graphics you will be using for your campaign. You are welcome to re-create our logo to better represent your campaign.
- Map out your editorial calendar for the fall. When will you announce your campaign? When will you email your constituents? What will your social media look like? Put all of this into a google doc or calendar to get a clear idea of what the next three months will look like.
- Think about your evaluation strategy. How will you track and measure your campaign goal? How will donations come in on the day? What would you like to learn about from your #GivingTuesday campaign? Find a team member to oversee this evaluation and use the resources on the #GivingTuesday website to determine how you will track, measure and share the results from your campaign.

September (2 months out)

- Announce. Share your plan and goal in a press release or with a staff or community launch party, and start spreading the word about your plans for #GivingTuesday on social media. It's best to announce early to get your community prepared and excited to give.
- Share your story. Write a blog post about your campaign and share it on the [#GivingTuesday blog](#).
- Send a save the date. Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has November 27th marked on their calendar. You can use our [Save the Date graphic](#) and sample language in our **[Social Media Toolkit](#)**.
- Talk to your mayor and local government officials about proclaiming November 27, 2018 #GivingTuesday. Use our **[Mayoral Proclamation Toolkit](#)** to get started.
- See if your city or state is planning a community campaign for #GivingTuesday. If there's a local movement, reach out to their team to see how you can get involved. You can view the list of campaigns on our [campaign map](#).

October (1 month out)

- Build a drumbeat. Start scheduling regular (2-3 times a week or more) social media messages to talk about your campaign.
- Pitch your local press. Use our **Sample Press Release** to share your campaign plans with local media. We see a lot of coverage for #GivingTuesday — don't wait to pitch your story to TV, radio, and local newspapers.
- Send a "1 Month to Go" email, newsletter and social media messages to make sure your board, staff, and community knows that we are in the final countdown for #GivingTuesday!
- If you are planning an in-person event or celebration on November 27, send out invitations!

November (Final month!)

- Go big on social media! There's less than a month to go — tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #GivingTuesday in your messages so we can retweet and share your plans.
- Continue pitching the press. Share your story to get your team and community excited.
- Email reminders to your staff and community leading up to #GivingTuesday. Make sure they are ready to give on the big day!
- November 27 — #GivingTuesday! Remember to update your community about your campaign throughout the day. Share where you are against your goal and use the buzz and momentum from the day to build excitement for your campaign.
- November 28 — Send out thank you messages in emails and on social media. Share any initial results.

December

- Report results from your campaign. Email the #GivingTuesday team at info@givingtuesday.org any interesting findings, high-resolution photos, or announcements we can share.
- Say thank you to your staff, donors, volunteers, partners, faculty and community.
- Continue to use the momentum from #GivingTuesday to boost your end-of-year or holiday campaign.

SAMPLE PRESS RELEASE

Contact:
[CONTACT NAME]
[CONTACT ORGANIZATION]
[PHONE]
[EMAIL]

[INSERT ORGANIZATION NAME] Celebrates #GivingTuesday and Pledges to [INSERT CAMPAIGN DETAILS]

[INSERT LOCATION] [INSERT DATELINE] – This #GivingTuesday, [INSERT ORGANIZATION NAME] will celebrate giving by [INSERT TOP LINE DETAIL OF CAMPAIGN].

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

[MORE DETAILED INFORMATION ON WHY YOUR ORGANIZATION JOINED #GIVINGTUESDAY AND DETAILS OF YOUR #GIVINGTUESDAY INITIATIVE INCLUDING GOALS, PARTNERS AND PAST #GIVINGTUESDAY SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM YOUR ORGANIZATION'S SPOKESPERSON]

Founded in 2012 by the 92nd Street Y – a community and cultural center in New York City — #GivingTuesday inspired millions of people to give back and support the causes they believe in. Over $300 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

"We are incredibly inspired by the way the #GivingTuesday community has embraced this concept for a worldwide movement," said Henry Timms, founder of #GivingTuesday and Executive Director of 92Y. "As we prepare for November 27, we're energized and encouraged by the community's generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal."

Those who are interested in joining [INSERT ORGANIZATION NAME]'s #GivingTuesday initiative can visit [INSERT SPECIFIC #GIVINGTUESDAY LANDING PAGE ADDRESS IF AVAILABLE]. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (https://www.facebook.com/GivingTuesday) or follow @GivingTues and the #GivingTuesday hashtag on Twitter.

About [INSERT ORGANIZATION NAME]
[INSERT ORGANIZATION BOILER PLATE]

About #GivingTuesday

Founded by the team in the Belfer Center for Innovation & Social Impact at 92nd Street Y<u>http://www.92Y.org</u>, #GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday falls on November 27. #GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:
Website: www.givingtuesday.org
Facebook: www.facebook.com/GivingTuesday
Twitter: twitter.com/GivingTues

Contact Our Team

info@givingtuesday.org
Twitter: @GivingTues

#GI♥INGTUESDAY™