

#GIVINGTUESDAY



#GIVINGTUESDAY
Social Media Ambassadors
Tool Kit

GivingTuesday.org

Brought to you by:



Save the Date:
December 3, 2013

Welcome to #GivingTuesday

Thanks for being a part of #GivingTuesday! #GivingTuesday™ is a movement to create a national day of giving to kick off the giving season added to the calendar on the Tuesday following Thanksgiving, Black Friday and Cyber Monday. The 2nd annual #GivingTuesday will be held on Dec. 3rd, 2013. In the same way that retail stores take part in Black Friday, we want the giving community to come together for #GivingTuesday!

#GIVINGTUESDAY

We Need You!

The success of #GivingTuesday depends on the collective efforts of a unique group of partners and their participation, and people who will share it. **You are an essential part of making this movement a reality.**

We have put together this toolkit for you in order to provide you with all the resources you may need in order to help make this the biggest season of giving yet!

In this toolkit, you will find:

- #GivingTuesday Facts and Questions
- #GivingTuesday Mega Messages
- Sample tweets and Facebook posts
- Sample #GivingTuesday action ideas
- Communications timeline
- Logos, badges and banners

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About

#GIVINGTUESDAY

#GivingTuesday™ inspires personal philanthropy and encourages bigger, better and smarter charitable giving during the holiday season, showing that the world truly gives as good as it gets.

Where did the idea come from? The retail industry has long benefited from seasonal shopping that symbolically kicks off with “Black Friday” – a day that has since inspired “Small Business Saturday” and “Cyber Monday.” #GivingTuesday™, then, serves as a celebratory, fully connected day to kick off the giving season, when many make their holiday and end-of-year charitable gifts.

Who Can Participate? Everyone!

#GivingTuesday™ is an initiative to start the giving season and we encourage everyone to be involved with it. However, to be an official partner, you must be a registered non-profit [a 501(c)3 in the United States] with a specific #GivingTuesday initiative, or a for-profit business, school, religious or community group who commit to spearhead a project that will benefit at least one registered charity or non-profit. Families and individuals are encouraged to be generous in whatever ways matter to them, whether that means volunteering at a local charity or donating to a favorite cause. Please read our [Terms and Conditions](#) for more information.



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Background

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How did #GivingTuesday start?

- New York's **92nd Street Y** was the catalyst and incubator for #GivingTuesday, with the **United Nations Foundation** providing strategic and communications expertise.
- A team of advisors, including **Adam Hirsch** (Edelman), **Rob Reich** (Stanford), **Sharon Feder** (Mashable advisor) and **Mathew Bishop** (The Economist) played a critical role in shaping #GivingTuesday's strategy.
- **Facebook, Groupon, the Case Foundation, Variety, the William Morris Agency** and **Mashable** brought together leaders in the social good world for a series of influencer meetings nationwide.

Who took part?

- Corporate partners include **Unilever, JPMorgan Chase, Microsoft, JCPenney, Gap, Inc., Discover, SONY, Mashable, Groupon, Darden Restaurants, Simon Malls, Cisco, and Clear Channel.**
- Nonprofit partners include **the Salvation Army, (RED), DonorsChoose.org, charity: water, Iraq and Afghanistan Veterans of America, Kiva, the United Way, and DoSomething.org.**
- The **Committee Encouraging Corporate Philanthropy, InterAction, Dorothy A. Johnson Center on Philanthropy, Lodestar Center, Giving USA Foundation** and other prominent academic and membership organizations in the philanthropic community have endorsed #GivingTuesday. **Charity Navigator, GuideStar, GiveWell** and **VolunteerMatch** serve as charity and volunteer advisors.

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2012 Highlights

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- #GivingTuesday was a new national day of giving added to the calendar on November 27, 2012, the Tuesday following Thanksgiving, Black Friday and Cyber Monday.
- Families and individuals were encouraged to be generous in whatever ways mattered to them, whether that meant volunteering at a local charity or donating to a favorite cause.
- Over **2,500** charities, volunteer organizations, corporations and foundations came together in all **50 U.S. states** with one common purpose -- to help others and incentivize ways to give more, give smarter, and celebrate the great American spirit of contribution.
- The collective efforts of partners, donors and advocates helped fuel a marked increase in charitable giving on #GivingTuesday. Leading organizations in the sector including Blackbaud (which processed over **\$10 million in online donations** on Nov. 27 alone), Network for Good and Donor Perfect shared data pointing to more than a **50% increase** in online giving on #GivingTuesday 2012, compared with the same day the previous year.
- **Paypal mobile donations** soared **487% higher** than the previous year's number. The total value of those donations increased **228%**.
- The movement garnered **2.5 million** social media impressions. On Nov. 27, 2012, the #GivingTuesday hashtag was mentioned **185,000 times**, resulting in national and international trending.
- **Bill Gates, the White House, the Clinton Foundation** and numerous socially-conscious celebrities like, Channing Tatum, Shakira, and Linkin Park, who publically supported #GivingTuesday on their blogs and social media channels.
- **Over 800 press hits** (59 million impressions) including **NPR, CBS Evening News, ABC News, USA Today, the Huffington Post, Forbes, Mashable, the Washington Post** and **the Los Angeles Times**.
- **U.S. Mayors of Chicago, Detroit, Philadelphia** and **New York** formally endorsed #GivingTuesday.

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Mega Messages

In the U.S.A.:

- #GivingTuesday proves that the holidays can be about both giving and giving back. It celebrates how Americans can do more with their wallets than just show – and that we Americans can give as good as we get.
- #GivingTuesday is a special call to action and creates a national day of giving around the annual shopping and spending season to inspire giving every day.
- #GivingTuesday celebrates giving and by continuing a conversation about ways to give more, give smarter, and put personal philanthropy back into the giving season.
- #GivingTuesday is “an opening day to the giving season.”

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[GivingTuesday.org](https://givingtuesday.org)



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Mega Messages

Around the World:

- #GivingTuesday unifies charities, corporations, small business, and individuals from across the globe to show that the world gives as good as it gets.
- You don't have to be a world leader or a billionaire to give back. #GivingTuesday is about ordinary people coming together doing extraordinary things.
- #GivingTuesday is the perfect time for the world to come together and show how powerful humanity can be when we unite to give on one day.
- #GivingTuesday is “an opening day to the giving season.”

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Sample Tweets

In the U.S.A.:

- Perfect antidote to overspending this holiday season? #GivingTuesday coming Dec 3! www.Givingtuesday.org @givingtues
- Ever thought u should "give back" a little more? What are u waiting for? #GivingTuesday www.GivingTuesday.org @givingtues
- Take advantage of those post-Thanksgiving deals. But spare some cash this year. #GivingTuesday is Dec 3 @givingtues
- Dreading post-Thanksgiving shopping? We have a better idea: #GivingTuesday. How will u get involved? www.givingtuesday.org

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Sample Tweets

In the U.S.A.:

- Q: What comes after Thanksgiving and before Christmas? A:
[#GivingTuesday!](#) www.GivingTuesday.org [@givingtues](https://twitter.com/givingtues)
- #Follow [@GivingTues](https://twitter.com/GivingTues) to learn about a different Tuesday in December!
www.givingtuesday.org
- [#GivingTuesday](#) → give more, give better, give smarter. Join us and
[@givingtues](https://twitter.com/givingtues) at www.givingtuesday.org

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Sample Tweets

Around the World:

- [#GivingTuesday](#) unifies orgs, biz & individuals from across the globe to show the world gives as good as it gets. givingtuesday.org
- You don't have to be a world leader or billionaire to give back! Anyone can participate in [#GivingTuesday](#) givingtuesday.org
- [#GivingTuesday](#) is a time for the world to come together & show how powerful humanity can be when we unite to give on one day.
- Take part in [#GivingTuesday](#) on Dec 3 to give back to your community! www.givingtuesday.org

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Sample Facebook Posts

- “We make a living by what we get. We make a life by what we give.” – Winston Churchill via @GivingTuesday
- “The value of a man resides in what he gives and not in what he is capable of receiving.” – Albert Einstein via @GivingTuesday
- How do you give back to your communities? Share in the comments. Then join us for @GivingTuesday on December 3 to be part of giving’s opening day! www.givingtuesday.org
- @GivingTuesday invites you to join a movement to celebrate giving and encourage more, better and smarter giving during the Holiday Season. How will you give back? www.givingtuesday.org .
- You’ve heard of Black Friday and Cyber Monday? Well here’s a new day in the Holiday Season – a day to give back! @GivingTuesday www.givingtuesday.org

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Social Media Ideas

Pinterest:

- Create a board of “ways to give back” that highlights your business or organization’s specialty.
- Create a multi-media board with video, audio, images and articles that highlight how your organization has given back over the years.
- Share our #GivingTuesday inspirational quotes pin board and add your own.
<http://pinterest.com/givingtuesday/giving-quotes/>

Blog:

- We’d be tickled if you blogged about #GivingTuesday on your favorite platform.
- You can also submit your content right here <http://community.givingtuesday.org/News> and we’ll publish and share the best on #GivingTuesday’s channels.
- Wear our badges on your site – there are several options further on in this document.

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Social Media Ideas

Google+ Hangouts:

- Hosted weekly every Tuesday between October 15th and December 3rd, and broadcast live on our YouTube channel, join us for a range of conversations on every day giving, corporate philanthropy, what it means to impact the world from your own backyard.

Thunderclap:

- Thunderclap is a crowd-speaking platform that helps people be heard by saying something together. Thunderclap will send out a timed Facebook Post or Tweet from all of our supporters, creating a wave of attention.
- We will have Thunderclap launching on November 3rd to create momentum around one month out for #GivingTuesday. Last year our Thunderclaps reached 100s of 1000s of people, as this opportunity comes along we will notify you and ask you to sign up & spread the word. For more information, please visit the Thunderclap website at <https://www.thunderclap.it/about>.

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Social Media Ideas

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Instagram, Tumblr, Pinterest:

- Brainstorm ways to share your giving commitment in a visual way.
- Send us your favorite quotes that encourage people to give and contribute or create your own through a poster app, an e-card or fabulous photo.
- Got an idea for a #GivingTuesday GIF? Send it our way and we'll choose some for our #GivingTuesday Tumblr.
- How about using your #selfie's to send a message? We call it the #GivingTuesday #unselfie. Use your #unselfie to show how you or others are giving back for #GivingTuesday.
- Make a Vine or Instagram video on how you're giving back this season.
- Get the kids in your life to showcase what giving means to them in a quick Vine, Insta video or photo opp.

Facebook:

- Create a poll and ask your fans how they prefer to give: by donating money, sharing info. with their followers, organizing their community, giving their time, etc. For more ideas, check out our **#GivingTuesday Facebook Best Practices** [article](#).

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Logo

We encourage you to use our logo to help promote your #GivingTuesday initiative. Before you do, please make sure you are aware of our [Terms of Use](#).
Thank you!

PNG

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EPS

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*Right click to save images or go to this [link](#) to download.

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Social Media Ambassador Blog Badges

250x250



```
<a href="http://community.givingtuesday.org" target="_new"></a>
```



```
<a href="http://community.givingtuesday.org" target="_new"></a>
```

300x250



```
<a href="http://community.givingtuesday.org" target="_new"></a>
```



```
<a href="http://community.givingtuesday.org" target="_new"></a>
```

*Copy & paste codes to share badges on your site!

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Social Media Badges

250x250



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Social Media Banners

300x250



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Facebook Cover Banners

580 × 269



Please share on your website and social media sites!

580 × 269



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Images

580 × 269



Right click and save or download our Save the Date [here](#) to share on your website and social media!

580 × 269



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Key Dates

Google+ Hangouts (30 mins)	Social Media Events (Twitter, LinkedIn, Facebook)	Thunderclap	#GivingTuesday
Oct 15			
Oct 22			
Oct 29			
Nov 5		Nov 3	
Nov 12	Nov 13 (LinkedIn Chat)		
Nov 19	Nov 21 (Facebook Q&A)		
Nov 26			
Dec 3	Dec 3 (Twitter Chat)		Dec 3

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Resources

- Click [here](#) to follow #GivingTuesday on Twitter
- Watch and share the #GivingTuesday video: [video](#)
- [Sign-up](#) to get involved and join the #GivingTuesday Community
- Check our [website](#) for participating countries that have organizations leading the movement in their countries.
- Revisit #GivingTuesday 2012 in [video](#)
- Check out our partners' case study videos [here](#)
- Find participating crowdsourcing websites for causes [here](#)
- See how our partners are participating in the #GivingTuesday movement on our [website](#)

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