



Toolkit and Resource Guide for #GivingTuesday

November 27, 2018

Nationally, GivingTuesday has grown from \$10 million raised in 2012 to last year \$300 million in charitable giving. The momentum is growing!

How does this play out in the Inland Northwest?

In partnership with The United Ways across the region and Empire Health Foundation, we've committed to launch a campaign to accelerate the growth and momentum of #GivingTuesday in our part of the world.

That's why, as your community foundation for Eastern Washington and North Idaho, we've partnered to bring you this #GivingTuesday tool kit. We encourage you to use the resources in this packet to help amplify your #GivingTuesday.

Will you join us? Tell your story and help us promote #GivingTuesday in our region.

How to spread the #GivingTuesday message

Post a link to the give now page on your website with the #GivingTuesday logo on your Facebook, Twitter or other social media accounts.

Tell others about #GivingTuesday on your website, blog or intranet.

Share more about your work and #GivingTuesday through an e-newsletter.

Review the FAQ section so you're able to share more about this regional campaign.

Brought to you by:



In partnership with:



Social Media:

Tell your friends about #GivingTuesday by using the following images and messages for your social media posts. Be sure to link to your online giving pages.

Download images to accompany your posts here: <https://innovia.org/givingtuesday>



Weeks leading up to #GivingTuesday:

“We’re looking forward to November 27th - this year’s #GivingTuesday. Stay tuned for our plans and share how you can make a difference this #GivingTuesday!”

“Mark your calendars! November 27 is #GivingTuesday. How will you give?”

“#GivingTuesday is a global movement where everyone can make a difference! Join organizations, individuals and communities around the world in giving back on November 27. #GivingTuesday”

“Everyone can have an impact on #GivingTuesday. Give of your time, talent or treasure. Contact us about how we can partner on November 27.”

Day before #GivingTuesday:

“Join us tomorrow as we participate in #GivingTuesday, a global movement of giving. Every act of generosity counts.”

“Cyber Monday is all about the day of deals. Remember tomorrow, on #GivingTuesday, to have a day for giving back. Together, people across the world are making an impact in their community. How will you give?”

Morning of #GivingTuesday

“Happy #GivingTuesday! Today, we join thousands of other nonprofit organizations celebrating the global giving movement known as Giving Tuesday. Join us in transforming our community and donate today (INSERT GIVING LINK HERE)”

“It’s finally here! #GivingTuesday has arrived and we are thrilled to join thousands of nonprofit organizations in celebrating global giving. Help us transform the community and donate today to make an impact. (INSERT GIVING LINK HERE)”



Afternoon of #GivingTuesday:

“Keep those #GivingTuesday donations coming! So far, we have seen an incredible amount of community members participate. Don’t miss your chance to give now! (INSERT GIVING LINK HERE)”

#GivingTuesday is going strong! Thank you to those who have donated so far and let’s keep this giving train moving. Click here [INSERT LINK] to make your contribution to (INSERT ORG NAME HERE) now.”



Evening of #GivingTuesday:

“It’s not too late to join the #GivingTuesday movement! Give now: (INSERT GIVING LINK HERE)”

“Only a few hours left for #GivingTuesday! Make an impact in your own way by giving to (INSERT GIVING ORG NAME HERE) now.”



“As #GivingTuesday comes to an end, we want to thank those who have taken the time to give today. Your generosity and kindness is appreciated and will go a long way in helping our community. Until next year!”

Day after #GivingTuesday

“We are overwhelmed by the support we received during #GivingTuesday. Thank you!”



“Even though #GivingTuesday has passed, it’s not too late to give back! Get in the holiday spirit and donate now!”

#GivingTuesday Web Posting and E-Newsletter Language:

Below is a blog post or e-newsletter that you can post on your blog, website or intranet, so you can share the #GivingTuesday message with donors, partners and the general public. The first gives a general overview of #GivingTuesday and the second is for use by our nonprofit partners when asking your audiences to support your endowment at Innovia Foundation.

Copy and paste one of the following messages:

*(Insert Org Name Here)
Celebrates #GivingTuesday*

#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 widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday takes place on November 27 and kicks off the season of giving.

This year we are participating in #GivingTuesday. Join us by giving to (insert name of organization here), contacting us to learn of ways you can volunteer or partner, or help spread the word of the work we are doing in our community.

(Insert more detailed information about your organization here. Why you chose to join the #GivingTuesday movement, a quote from your organization's leadership, or past #GivingTuesday successes)

#GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together."

Copy and paste one of the following messages:

*On #GivingTuesday Support
(Insert Org Name Here) by
donating to our endowment
at Innovia Foundation*

At (insert name of organization here), we're proud to partner with Innovia Foundation, a local community foundation with more than four decades of experience in driving community transformation in the Inland Northwest.

Those who are interested in ways of partnering with us on #GivingTuesday can donate to our organization's endowment at Innovia Foundation.

We have partnered with Innovia Foundation to help build our endowment and ensure that (insert name of organization here) has a sustainable future. We are grateful for our partnership with the Foundation because we believe no single organization can do this work alone. It requires all of us.

Please invest in the long-term future of (insert name of organization here), by donating to our endowment fund at Innovia Foundation. Here's how to take the next step. [LINK TO WEBSITE.](#)

FAQs:

Here are some answers to frequently asked questions

When is #GivingTuesday?

Tuesday, November 27. It is held annually on the Tuesday following Thanksgiving.

What is #GivingTuesday?

#GivingTuesday is a global day of giving that focuses on the collective power that individuals, communities and organizations use to celebrate generosity and philanthropy worldwide. During the Thanksgiving season, it is easy to get swept up in the fervor of shopping events such as Black Friday and Cyber Monday. #GivingTuesday, the Tuesday following Thanksgiving, will kick off the giving season and inspire people to collaborate and give back.

What other #GivingTuesday resources are there?

Please visit Innovia Foundation's website (innovia.org/givingtuesday) to download images used in this toolkit for social media posts.

Who can participate?

Everyone! #GivingTuesday is a movement to promote philanthropy. Whether you are a nonprofit organization, a business supporting the good work done in our community or an individual looking to spotlight your favorite nonprofit, you can share in the #GivingTuesday movement.

Can we use the #GivingTuesday logo?

Yes! We've created this logo for nonprofit partners to use.

What is the history of #GivingTuesday?

#GivingTuesday began in 2012 and was founded by the 92nd Street Y - a community and cultural center in New York City - and inspired millions of people to give back and support the charities and causes they believe in. Last year, over \$300 million was raised online to support thousands of nonprofit organizations. In addition to giving, #GivingTuesday encourages people to volunteer their time, donate food and clothing and provide acts of kindness.