



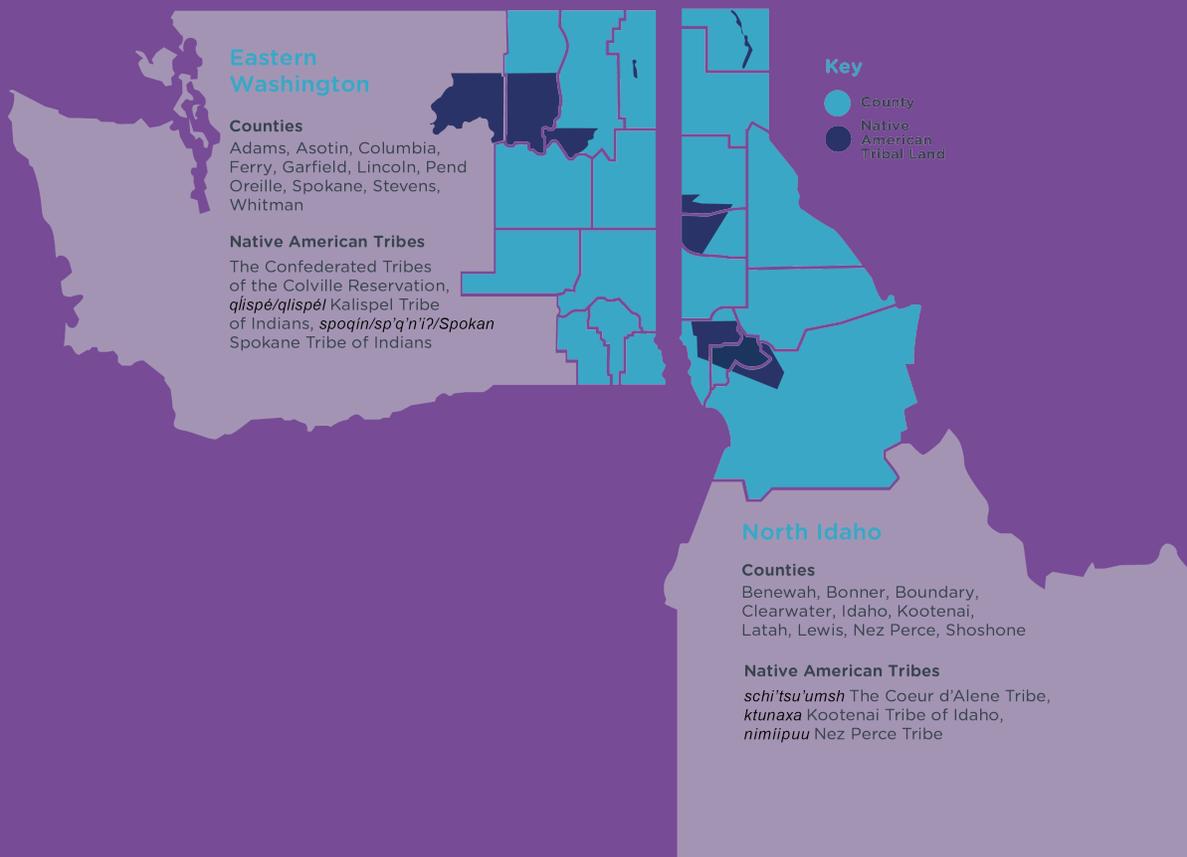
## Toolkit and Resource Guide for #GivingTuesday November 30, 2021

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration celebrated every year on the Tuesday following Thanksgiving.

Nationally, #GivingTuesday has grown from \$10 million raised in 2012 to nearly **\$2.5 billion** in charitable giving raised last year. The momentum is growing!

**How does this play out in the Inland Northwest? We are launching a campaign to accelerate the growth and momentum of #GivingTuesday in our part of the world. To support our nonprofits, Innovia Foundation has updated this toolkit to focus on social and digital media strategies to ignite generosity on GivingTuesday.**

no call outs, county/tribe



## How to Use This Toolkit

On the following pages, you will find everything you need to roll out your own #GivingTuesday campaign, including:

- **Page 3-4:** Simple Campaign and Communications Timeline, with direct language from GivingTuesday.org
- **Pages 5-6:** Photos and captions for your social media channels
- **Page 7:** Template posts for blogs and e-newsletters
- **Page 8:** Frequently Asked Questions

Everything in this Resource Guide can be used together or on its own. We encourage you to use everything that is helpful to you.

## Here Are a Few Quick Ways to Get Started

- Post a link to the Give Now page on your website with the #GivingTuesday logo on your Facebook, Twitter and 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.

# 4-Week Simple Campaign and Communications Timeline

Find more details at [givingtuesday.org](https://givingtuesday.org).

## November 1

- Set a goal - it doesn't have to be financial. It could be recruiting more volunteers or gaining social media followers. Then, decide how you will track it to determine your success.
- Issue your #GivingTuesday press release.
- Announce your campaign on your social media channels and schedule regular (2-3 times a week) posts to build momentum for your campaign. (We've provided template posts you can use and add your own information and donation links to).

## November 8

- If planning direct mailer, finalize this week to hit before Thanksgiving.
- Think about who will do social outreach, man the phones, answer media questions, etc.
- Accelerate promotion through your social channels; update Facebook image, Twitter image and website with "4 weeks to go" message and image.

## November 15

- Communicate your day-of plan to staff and volunteers.
- Review and test your giving page (on mobile phones too) and plan any necessary updates.
- Ask staff to update email signatures with your campaign visual to help spread the word.

## Schedule Continued...

### November 22

- Begin planning your day of “event” and share plans with all staff and volunteers.
- Email a calendar invite (even if you’re not hosting an in-person event). Email invites to staff and volunteers with specific tasks, or key donors with reminders to donate.
- Finalize your day-of plan for outreach, reporting and celebrating.

### November 29

- Update your board, administration and staff with action plan for their involvement on #GivingTuesday.
- Finalize your day-of plan for outreach, reporting and celebrating.
- Provide activities update to staff, board, ambassadors and volunteers.
- Test giving pages and website again.
- Perform heavy social outreach to remind key supporters that tomorrow is the big day!

### November 30 - Giving Tuesday

- Send out day-of emails to all audiences.
- Perform heavy social outreach throughout the day focused on impact of giving, matching funds, goals for the day, your inspiring stories and #GivingTuesday.
- Post on Facebook and Twitter as you reach milestones: 30%, 60%, 80%, 90%, 100% of goals.
- Thank donors and volunteers through social channels. Call board members and key supporters to remind them today’s the big day and to thank them.

# 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 30 - this year’s #GivingTuesday. Stay tuned for our plans and share how you can make a difference this #GivingTuesday!”

“Mark your calendars! November 30 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 30 #GivingTuesday!”

“Everyone can have an impact on #GivingTuesday. Give of your time, talent or treasure. Contact us about how we can partner on November 30.”



## 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)”

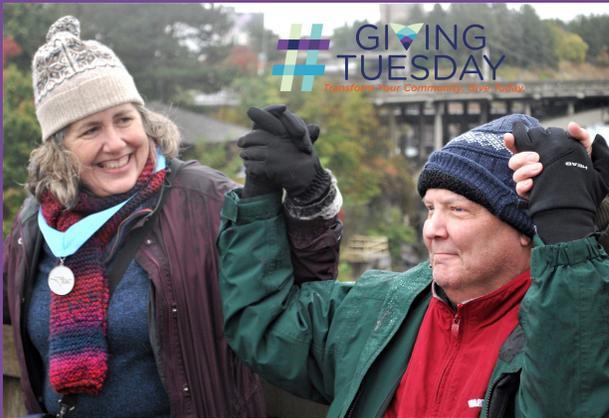


“It’s finally here! #GivingTuesday has arrived, and we are thrilled to join thousands of nonprofit organizations in celebrating global giving. Help us transform the community and donate today to make an impact. (INSERT GIVING LINK HERE)”



**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 are 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!

## 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 December 1 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 the endowment we have 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 know 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.](#)

## Frequently Asked Questions

### When is #GivingTuesday?

Tuesday, November 30. 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](http://Innovia.org/givingtuesday)) to download images used in this toolkit for social media posts. [GivingTuesday.org](http://GivingTuesday.org) also provides resources for nonprofits to use.

### 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 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, nearly **\$2.5 billion** was raised online to support thousands of nonprofit organizations. In addition to giving, #GivingTuesday encourages people to volunteer their time, donate food or clothing and provide acts of kindness.

## Questions?

Contact Aaron McMurray, Innovia Foundation Chief Strategy Officer  
[amcmurray@innovia.org](mailto:amcmurray@innovia.org)