



National Day of Giving - #GivingTuesday

2018 Date: November 27, 2018

Program Toolkit

What is #GivingTuesday?

Created by the Belfer Center for Innovation & Social Impact, #GivingTuesday is a movement that celebrates philanthropy through the power of social media and collaboration. #GivingTuesday is celebrated the Tuesday after Thanksgiving each year to kick off the charitable season when many are already thinking of ways to give back during the holidays. Participation is simple. Donate to Kids' Chance and spread the word using #GivingTuesday on social media!

Did you know that in 2017...

- #GivingTuesday generated 2.4 million dollars in donations
- Total amount donated: \$274M vs \$168M in 2016, growth of 63%
- Average donation made was \$111
- Social Mentions: 1,010,045

Learn more about #GivingTuesday on their website [here](#).

About the Toolkit

Use the following assets to make participating in #GivingTuesday even easier! You should also encourage your followers to share with their networks. The toolkit includes:

1. Engagement Schedule
2. Sample Facebook and/or LinkedIn Posts
3. Sample Twitter Posts
4. List of Videos to Share

Engagement Schedule

The first step you need to take is to register your state organization online [here](#). Once your organization is registered, follow the suggested timeline below to maximize your #GivingTuesday efforts starting the week before the event.

- **The week before #GivingTuesday**
 - Share [Faces of Kids' Chance stories](#) and invite your followers to share their own stories and photos.
 - Email reminders to your staff and database leading up to #GivingTuesday.
 - Remind your supporters to prepare to give on the big day!

- **#GivingTuesday**
 - Use lots of images, GIFs, videos and materials to get your messages to stand out. #GivingTuesday trends every year so get creative!
 - Create a clear plan of action to engage your donors and followers throughout the entire day. Pre-schedule social posts, if possible, and engage with your community throughout the day.
 - Share the goal of the campaign with your followers early on so they know what you're working towards.
 - Update your followers about the status of your campaign throughout the day. Sharing the progress to your goal helps build excitement and creates momentum for more people to give.

- **The day after #GivingTuesday**
 - Share any initial results with your followers. Update them on your organization's results as well as the results of #GivingTuesday as a whole.
 - Send out thank you messages via email and on social media.

- **December**
 - Report the final results of your campaign to your followers and to the #GivingTuesday team. [Email the #GivingTuesday team](#) with any interesting findings, photos or announcements.
 - Continue to thank your staff, donors, volunteers, partners and community for their participation.
 - Use the momentum of #GivingTuesday to boost your end-of-year or holiday campaigns.



Suggested Social Media Posts

Facebook and/or LinkedIn Posts

- It's #GivingTuesday! [We or I] support Kids' Chance. Not sure what #KidsChance is all about? Visit our website to learn more and consider donating or sharing this post to spread the mission to help families affected by a workplace injury! [insert state website link]
- Kids' Chance organizations across the country provide scholarships to children who have had a parent injured in a workplace accident. Kids' Chance makes a significant difference in their lives by helping them to achieve their educational goals. Please consider getting involved in #KidsChance on this #GivingTuesday because the more support they get, the more students they can help! With over 39 state organizations, there are plenty of opportunities. [link to state donation page]
- Alexis, a student at Virginia Commonwealth University, is one of many of the students Kids' Chance has helped. Here's her story: "Change is inevitable, no matter what a person does to try to avoid it. Sometimes it's positive and favorable, but unfortunately for myself and every other bright mind that has received this scholarship, our change was negative. It's so hard to watch someone go through pain, especially when it's your own parent; but it's especially hard when you wake up each day wondering how you're going to survive without their help." Donate on this #GivingTuesday and help more students like Alexis reach their educational dreams! [link to state donation page]

Twitter Posts

- Mark your calendars! 11/27 is #GivingTuesday. How will you give back to #KidsChance? @GivingTues
 - *This Tweet can be pinned to your timeline until the day of
- #KidsChance is dedicated to providing educational opportunities to children of injured workers. #GivingTuesday #scholarships [link to state donation page]
- Celebrate #KidsChance by supporting our mission to provide educational opportunities to children of injured workers on this #GivingTuesday @GivingTues [link to state donation page]
- Get involved with #KidsChance this #GivingTuesday! Find out if there's an organization in your state here: <http://goo.gl/Wjnrbz>

List of Videos to Share

- Visit the [KCOA YouTube page](#) for all available videos.