National Day of Giving - #GivingTuesday
2019 Date: December 3

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 on 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.

Ready to get involved? Participation is simple. Donate to Kids’ Chance and spread the word using #GivingTuesday on social media!

Did You Know That in 2018...
- #GivingTuesday generated $3.6M in donations
- Total amount donated: $380M in 2018 vs $300M in 2017
- Average donation was $105

Learn more about #GivingTuesday [here](#).

About This Toolkit
Use these assets to make participating in #GivingTuesday even easier! You can also encourage your followers to share with their networks. This toolkit includes:

1. Engagement Schedule
2. Suggested Social Media Posts
3. Social Media Image Templates
4. List of Videos to Share
Engagement Schedule

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

The Week before #GivingTuesday (starting November 24)

- Create a plan of action for how you will engage your donors and followers throughout the entire #GivingTuesday. Pre-schedule social posts, if possible, and think about how you will engage with your community throughout the day.
- 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.
- Share the goal of your #GivingTuesday campaign with your followers so they know what you’ll be working towards.
- Remind your supporters to prepare to give on the big day!

#GivingTuesday (December 3)

- Execute your plan of action in engaging your donors and followers throughout the entire day.
- Use lots of images, GIFs, videos, and materials to get your messages to stand out. #GivingTuesday trends high across social media every year so get creative!
- Update your followers about the status of your campaign throughout the day. Sharing the progress towards your goal helps build excitement and creates momentum for more people to give.

The Day after #GivingTuesday (December 4)

- Share any initial results with your followers, 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, and/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.
- Think about (and document!) how you can improve your #GivingTuesday efforts even more for 2020!
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 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 47 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! 12/3 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]

● Support the #KidsChance 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

Social Media Image Templates

● Giving Tuesday provides logos that your organization can use to create your own Giving Tuesday social media images like the one at the right.

List of Videos to Share

● Visit the KCOA YouTube page for all available videos.