A GLOBAL DAY OF UNITY

SOCIAL MEDIA TOOLKIT FOR NONPROFITS

#GivingTuesdayNow: May 5, 2020

@givingtuesday
now.givingtuesday.org

Social Media Tools to Unleash Generosity
Key Messages

How to talk about GivingTuesdayNow

- #GivingTuesdayNow is a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.

- #GivingTuesdayNow is an opportunity for people around the world to stand together in unity—to use their individual power of generosity to remain connected and heal.

- People can show their generosity in a variety of ways during #GivingTuesdayNow—whether it’s helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts.

- At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on.

- #GivingTuesdayNow emphasizes opportunities to give back to communities and causes in safe ways that allow for social connection and kindness even while practicing physical distancing.

- We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others.

Dos and Don’ts

Do

- Go digital - make sure your web presence is optimized, make use of content you already have, think about a video from your ED.

- Be nimble. Everything is changing moment by moment. We need to be making quick decisions and always have a backup plan.
● Do communicate clearly and authentically.

Don’t

● Don’t be afraid to fundraise! Now is the time to be vulnerable. People really want to help. It makes them feel empowered.

● Don’t ask people to do things that may endanger themselves or others. Be aware of CDC and WHO guidelines.

How to Participate in #GivingTuesdayNow

Just like regular GivingTuesday, #GivingTuesdayNow is not exclusively a fundraising day - it’s an opportunity for people around the world to stand together in unity - to use their individual power of generosity to remain connected and heal. While you certainly can use the day to raise critical dollars for your mission, here are 10 Ways to Participate in #GivingTuesdayNow without Fundraising.

● Share good news stories. Both from your organization and other stories that inspire you. Check out GivingTuesday’s social channels for examples. Showcase all the good happening in your community.

● Thank your supporters - host a virtual thank a thon or add to a virtual donor wall

● 24 hours of gratitude - post once an hour about things your organization is grateful for

● Amplify others - fundraise for another organization, create a Facebook album to share your partners’ work

● Go live - share how your organization has been responding to COVID-19 and how it’s impacted your work. You can do this from your couch!

● Ask your supporters to get involved in your organization virtually. What can they do from their couches to move the needle on your cause.
Get Your Social Channels Ready

Update your profiles and use hashtags across all social platforms

- Brand your personal and nonprofit's social media accounts with GivingTuesday graphics and be an ambassador for the movement. Download Facebook cover images and more in the Social Share Toolkit.

- Announce that you’re participating in #GivingTuesdayNow and build anticipation with a countdown to May 5!

- Use the hashtag #GivingTuesdayNow – the buzz amplifies your reach by expanding your normal audience + encouraging new supporters to get involved with your nonprofit! (Please use “camel caps” in your hashtag for accessibility!)

- Create content that shows your mission is something people want to get behind. Educate people about your cause area + what your organization is doing to make our world a better place particularly during the global pandemic. Be honest about the situation your organization is and what your needs are.

Social Media Activation Ideas

Rally Your Supporters Online

- Go classic: encourage your supporters to share their “unselfie!” No printer? No problem. Use our digital unselfie sticker on Instagram! (Just search “Unselfie”)

- Encourage your supporters to run a p2p fundraiser on behalf of your organization.

- Encourage Twitter users to change their display name for the day to show that they’re supporting your organization for #GivingTuesdayNow (see example at right).
- Organize a Twitter chat about your mission or Ask Me Anything with your team members
- Don’t forget about the new Instagram donate stickers! ([Here's how to get your nonprofit set up](#))
- Ask your social media followers to share stories of why they support your organization. Retweet their replies!
- Organize a challenge (on TikTok or any channel)! Encourage your partners and friends to spread generosity on social media by getting creative.
- Share the map! We’re [mapping generosity around the world](#). Encourage your supporters to share what they’ve been doing in response to COVID-19 and spread generosity in their local communities.

**Other Digital Tactics**

- Send your supporters a calendar invite. Literally. Attach a .ics calendar invite file to your email (or use something like [Add Event](#)). You should provide exact instructions for what you’d like them to do on #GivingTuesdayNow including a link.
- Start a series of emails to build up anticipation of the big day.

**Sample Social Messages**

- Giving back isn’t cancelled. On #GivingTuesdayNow, we’re sharing ways you can express generosity right from your own home. (Insert ideas for how folks can get involved in your mission or help move the needle on your cause, right from their own home)

- A truly global threat like COVID-19 affects every person on the planet, and it presents an opportunity to come together as a global community.

- Together we heal. We're rallying our community for #GivingTuesdayNow -- Join Us to give back: [URL]

- Together we stand. We're united with our global community for #GivingTuesdayNow. Let's give back and show our strength: [URL]
- Together we give. Learn how your generosity makes a difference on #GivingTuesdayNow [URL]

- #GivingTuesdayNow is an opportunity for people around the world to stand together in unity—let's rally to (insert cause).

- Around the world, people are finding creative ways to support the people who are on the frontlines of fighting COVID-19. (share a story that inspired you- doesn’t have to be about your org's work, though it can be)

- (Insert description of your org) While we can no longer convene in person, (org name) has continued to support our community…