

# FAQS AND TIPS & TRICKS

## SOCIAL MEDIA TIPS

- Consider writing a short blog post about your #GivingTuesday campaign. Include photos, videos or links so people can learn more!
- Don't just ask for support— tell a story that will impact and persuade others to believe in your mission.
- Host a contest or giveaway on your social platforms to gain traction and increase engagement.
- Create your own #GivingTuesday hashtag (ie: #NonprofitHubGives).
- Consider asking some of your key supporters to share your posts to tap into their personal networks.
- Always link back to your own website or giving page.

### When is #GivingTuesday?

#GivingTuesday is held annually the tuesday after thanksgiving, this year on november 27, 2018.

### How can #givingtuesday benefit my organization?

#GivingTuesday can build on the strength of a global movement to increase exposure and build support for your organization's philanthropic activities, especially during the holiday giving season. The #givingtuesday team will provide a variety of plug-and-play materials created by industry experts that can help you use social media and innovative marketing to draw attention, support, and funds to your cause. Your organization will have the opportunity to join hundreds of thousands of organizations around the world to enhance the philanthropic sector as a whole; just as the retail world has benefitted from coordinating national shopping days across many brands and platforms, #GivingTuesday will do the same for giving.

### Who can participate?

Everyone! #GivingTuesday has been built by a broad coalition of partners, including individuals, families, nonprofits, schools, religious organizations, small businesses and corporations.

### **What can my organization do to be involved in #GivingTuesday?**

Interested in participating? It's easy! We ask that partners use #givingtuesday as an opportunity to celebrate and incentivize giving (e.G. Donations, volunteerism, advocacy, acts of kindness) in their communities. Check out the ideas & examples or download our case study guide for some inspiration.

### **Are there any costs to participate in #GivingTuesday?**

No! #GivingTuesday is a free and open movement to encourage giving. All of our resources are available for free through our website.

### **Can organizations get donations through the #GivingTuesday website?**

No. #GivingTuesday is a movement. We are not an organization and do not accept or distribute donations. All donations need to be made through partner websites. Official partners are responsible for their own fundraising initiatives.

### **Can my organization use the #GivingTuesday logo?**

Yes! You are welcome to use our logo to help promote your #givingtuesday campaign. You can download logos from: [www.GivingTuesday.Org/logos](http://www.GivingTuesday.Org/logos).

### **How can I help spread the word on social media?**

- Talk about giving using the hashtag #GivingTuesday
- Like us on facebook — [facebook.com/GivingTuesday](https://facebook.com/GivingTuesday)
- Follow us on twitter @GivingTues and use the #GivingTuesday hashtag
- Follow us on snapchat — GivingTuesday
- Instagram — GivingTuesday
- Share our social media channels in your organizational and personal social networks
- Announce your participation in #GivingTuesday to your networks and email lists
- Use the #unselfie hashtag to talk about how you are giving and why