

## EXAMPLES - DAY 2

Here are more samples from the workshop.

### GIVING TUESDAY PLAN

Date	Email	Social media
2 weeks before Giving Tuesday	Teaser email about campaign, use image and message, mention matching gift, mention ways to help, share link to Giving Tuesday page on your website  Also change your email signature to include a blurb about your Giving Tuesday campaign and a link to the website page for Giving Tuesday	Post the same thing on your social media.
1 week before Giving Tuesday	Teaser email about campaign, use image and message, mention matching gift, share link to Giving Tuesday page on your website	Post the same thing on your social media.
Thanksgiving Day (U.S.)	Email saying "thanks for your support this year" either in an image or in a thank-you video	Post the same thing on your social media.
Monday (day before Giving Tuesday)	Reminder email about campaign, use image and message, mention matching gift, share current total toward goal, share link to Giving Tuesday page on your website	Post the same thing on your social media.
Giving Tuesday Morning	Early in the day on Giving Tuesday, send a reminder email that it's Giving Tuesday and invite people to give, sharing the link to your Giving Tuesday page on your website. Use your Giving Tuesday campaign message and image. Share the current total toward the goal and remind people about your matching gift. Also post this same info on social media.	Post the same thing on your social media.
Giving Tuesday Noon		Just past lunch time, do a Facebook Live to talk about why your campaign is important, how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).



Giving Tuesday Mid afternoon	<u>Mid afternoon</u> , send another reminder email, summarizing the campaign, total for the day so far, any money left on the matching gift, and how the donor can give. Use your campaign message and image. Share the link to your Giving Tuesday page on your website.	Post the same thing on your social media.
Giving Tuesday Late afternoon		Late afternoon, do another Facebook Live to tell a story, talk about why your campaign is important, how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).
Giving Tuesday Early evening	After dinner, send out one final reminder email, summarizing the campaign and the goal you're trying to reach before midnight, the total for the day so far, any money left on the matching gift, and how the donor can give. Use your campaign message and image. Share the link to your Giving Tuesday page on your website.	Post the same thing on your social media.
Giving Tuesday 8 pm		About 8 pm, do another Facebook Live to ask people one last time to give, talking about how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).
Wednesday (day after Giving Tuesday)	On Wednesday (day after Giving Tuesday), send out an email mid-morning announcing the results of your Giving Tuesday campaign, how much you raised and how that money will be used. Thank people for being patient through all the emails and include a short thank-you image or video.	Post a thank-you message or video on social media announcing the results of the Giving Tuesday campaign.

## GIVING TUESDAY EXAMPLES

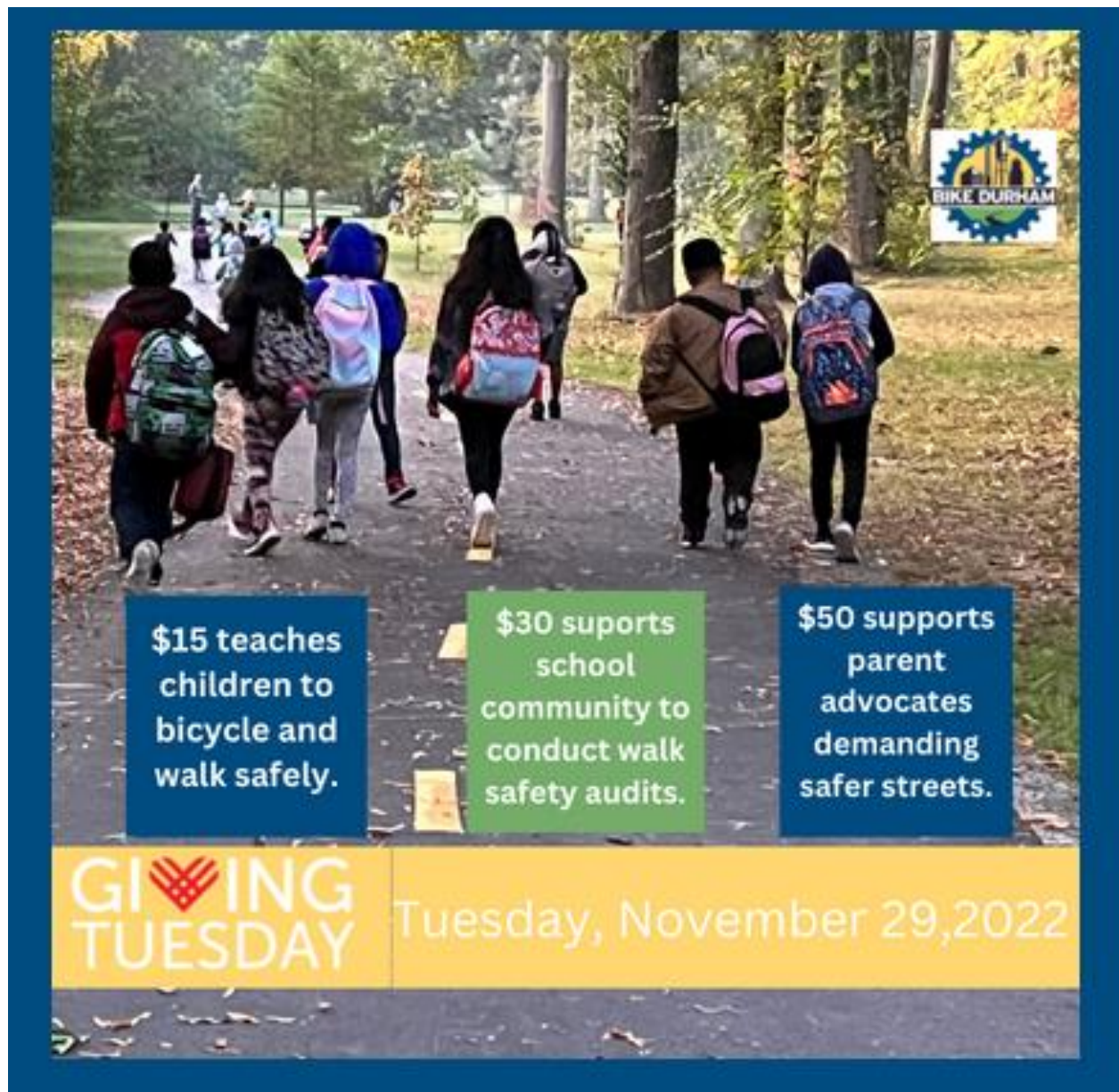


Help Make This  
#GI♥ING ~~TUESDAY~~  
Food Day

Your gift will help fill plates  
this holiday season.

Every \$10 = 30 meals

**GIVE NOW**







Nicole Brecht

1h · 🌐

...

Help them stay fed and warm this winter. A few dollars go a long way and the animals will be very grateful for your help.

**GIVE**  
WHERE YOU  
**LIVE**  
COMMUNITY FUND FOUNDATION  
**COLORADO**  
**GIVES DAY**  
ColoradoGivesDay.org Dec. 6

**Help Rosalina & Teddy Thrive!**

Goal: **\$21,129.60**  
= Care for 71 residents  
for 80 days

**\$28**  
provide 1  
day of hay

**\$50**  
provide 1  
day of hay  
for all

**\$175**  
provide 2  
weeks of  
warmth

**\$600**  
provide 4 vet  
visits

The Good Life Refuge

4h · 🌐

Giving Tuesday is Today. Join us and help provide for our 71 farm animal residents. Funds for food, medical care and critical winter supplies are depleted due t... [See more](#)

3 Shares



We are so happy to report that #GivingTuesday gifted 78 children with a memory bear from their loved one that they can cherish forever! 78 children can listen to a voice recorded message whenever they want to be close to their parent or grandparent.

**#GivingTuesday is over but our need for 22 more bears is still there.**

Will you fill this final season of these deserving hospice patients lives with a legacy of love for their children?

Only your generous gift can give these hurting families and their children a lasting treasure to cherish for years to come.

**Join us in giving a child a lasting connection to their parent or grandparent by visiting our [#GivingTuesday donation page](#).**

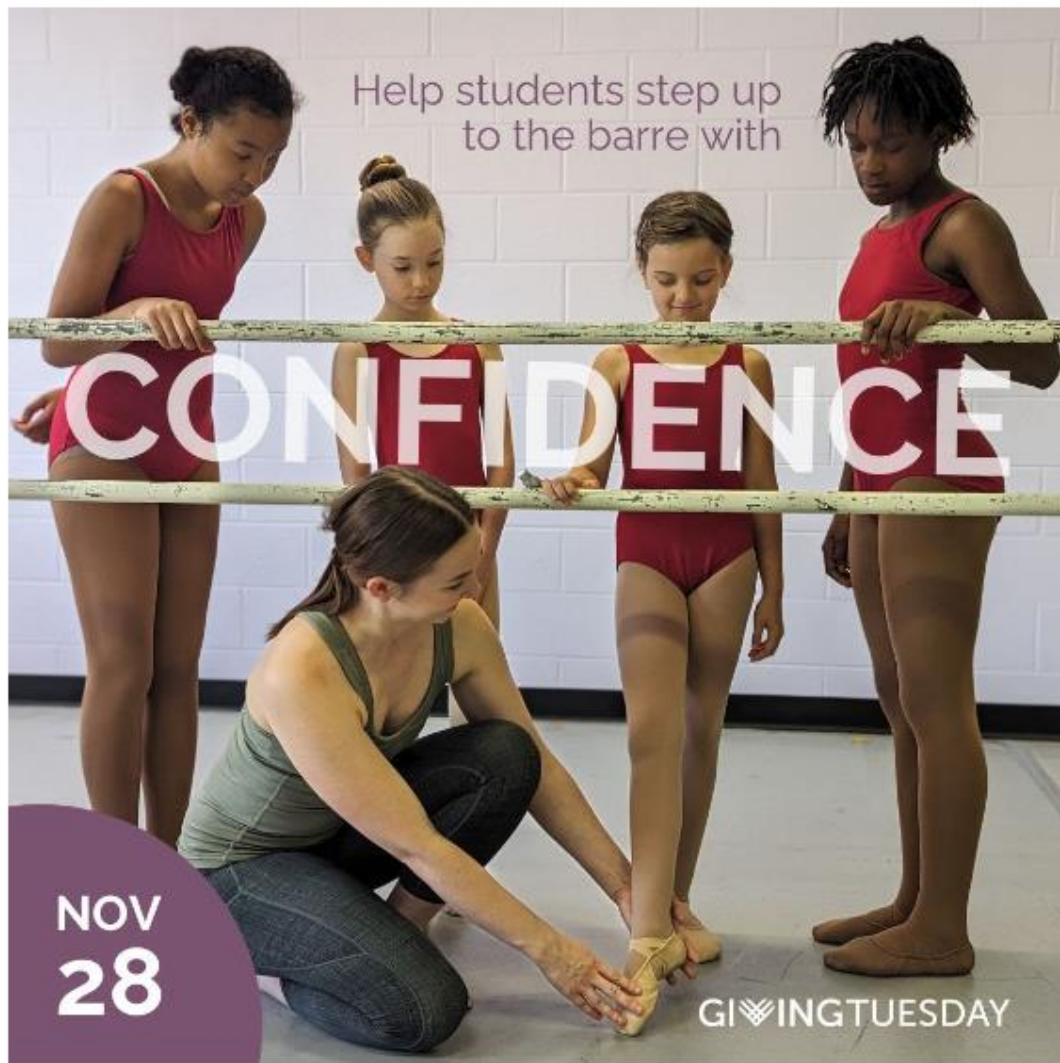
May your heart continue to be filled with love and joy this holiday season.



# Rejoice

SCHOOL OF BALLET

**Giving Tuesday Gives Confidence.**



As part of our commitment to remove financial barriers to dance, all Rejoice students receive a **free uniform and costume** and every child is celebrated with **skin tone-matching tights and slippers**.

Tights and shoes are not all that is matched this Giving Tuesday. **A generous individual will match all Giving Tuesday gifts, doubling your impact!**

This means that a single mom can enroll her child in dance at an affordable rate and not have to worry about additional costs. For her child, it means they are given a fresh opportunity to learn and grow in dancewear that makes them look and feel confident.

**Today, you can point a child toward success** by helping to supply the tools they need to step up to the barre with confidence. **Donations on Giving Tuesday supply new dancewear** for our students so they can do what they do best; dance, laugh, grow, and learn.

**GIFT CONFIDENCE**



## FACEBOOK FUNDRAISERS



Heidi Rasmussen Totten

Yesterday at 9:49 AM · 🌐

...

Let's get real. Even \$5 is going to make a huge difference for expanding this sewing center in Kenya. I was just there. The skills [Marissa Waldrop](#) can teach the women as a professional seamstress will be huge for them.

After giving them 90 HopeSaC thermal cookers two weeks ago, they now have tools that can reduce the amount of time their lungs are exposed to smoke from cooking. This morning we are buying pots for their HopeSaCs.

Follow along with what we are doing. Your help is critical and it changes lives every day in the basic needs of families.



**Women's empowerment and sewing center in Kenya.**

Fundraiser for 100 Humanitarians International by Marissa Waldrop and Heidi Rasmussen Totten

\$1,692 raised of \$3,000



Heidi Rasmussen Totten and 30 others donated.

Donate



**Jessie Miller** ▶ \$5 to save 12 pigs!

July 21 at 10:35 AM · Facebook fundraisers · 🌐



🐷 This little itty bitty piggy says thank you so so much everyone for donating to make sure he is safe and loved. Look at his little toofers, so stinking cute!

It's \$5 Friday again! We only need 3 people to give \$5 each or 1 person to donate \$15 to get this fundraiser to the goal. Will you donate today?

#bekind #thankyou #compassion







### \$5 to save 12 pigs!

Fundraiser for EPIC Outreach by Jessie Miller

\$1,550 raised of \$1,500

Ended



Jessie Miller and 47 others donated.



You and 10 others

2 comments 4 shares



Like



Comment



Share





Big Paws of The Ozarks is 🐾 asking for donations.

September 23, 2022 · 🌐

...

It's \$5 Friday and we are raising \$1,117.12 for the medical care for the litter of 8 abandoned puppies we took in last week!!! This litter was found by a lake in Benton County and unfortunately a couple had already passed before they were found.

We're proud we were about to take this litter in and we couldn't have done that without our community of supporters. The average cost for vaccines, preventatives, spay/neuter, microchip, and an exam for a puppy is \$139.64. Your contribution matters! Please consider giving today and help pay for the care of these precious babies!



**\$1,290 raised for Big Paws of The Ozarks**

18 people donated.

[Donate](#)



Esther Neonatal Kitten Alliance is 🐾 asking for donations.

February 16 · 🌐

...

It's \$5 Friday! Your \$5 donation helps make sure itty bitty kitties like Tibia get all of the love, nutritious food, and medical care they need to grow big and strong ❤️



**\$261 raised for Esther Neonatal Kitten Alliance**

13 people donated.

Donate





### Inspired Fundraising Retreat

Daphne Thomas · October 27, 2022 · 🌍

...

WE DID IT!!! I never thought about \$5 Friday until the retreat. As recommended, we started with a small goal of \$147, which would buy socks for 100 people and undies for 48! We raised \$475... in ONE day!! Super excited. We had social media posts every hour and sent out a text reminder. Here is one of my favorite posts...


People experiencing homelessness walk a lot! They wear out their shoes and socks. Your donation of \$5 will provide TWO people with socks and underclothing.

#unbrokendreams #everyoneneedssocks #bekind #donate #helpingpeopleinneed  
#socksforeveryone #youcanmakeadifference






## THANK YOU MESSAGES



Asheville  
Humane Society



### Thanks to You, Our Animals Can Rest Easy!

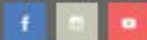
As we said farewell to a very challenging year, you made sure that 2019 will be FULL of new beginnings for locals animals in need! With your support, our Holiday Drive to Save Lives raised over \$184,000, almost doubling our goal! THANK YOU!

Your gift will provide nourishing food for hungry bellies, toys for daily enrichment, and loving homes where these pets will be cherished for years to come!

We are forever grateful for your generosity, and we can't wait to share so many more happy "tails" with you in 2019! Thank you for being their hero!

14 Forever Friend Lane, Asheville, NC 28806 | Tel: 828.761.2001  
Asheville Humane Society © 2019 All rights reserved.

FOLLOW US



[Donate](#) | [View message online](#) | [Forward to a friend](#) | [Visit our website](#) | [Unsubscribe](#)

POWERED BY  
blackbaud

# Thanks!



Dear Sandra,

Thank you for your generosity in helping institutionalized youth escape the cycle of poverty, and live happy, fulfilling, productive lives. Your donation will go a long way to equipping children like Ritwik with the necessary skills to transition to adulthood.



Ritwik comes from extreme poverty and has lived in a CCI since age 10. He successfully completed a course in Office Administration in 2019 and secured a job earning Rs. 10,000 a month.

Here are the details of your donation:

Donor:	Sandra Rees
Donation Date:	August 12, 2020
Amount:	\$10
Payment Method:	Credit Card
Payment ID:	7185

Did you know that many companies match employee donations? Please click below to access details and matching gift forms for your employer.



If you are interested in other ways to get involved, we encourage you to check out [these opportunities](#).

Thanks again.

Gita Gopal  
President  
EIN: 82-4259548



## You're our hero!

Sandy,

My heart is full of gratitude today.

Thanks to the caring hearts of our donors, 50 students have their expenses covered and will stay in school for the rest of this school year!

I'm so relieved to know that they will get the education they need to create the life of their dreams.

We couldn't have done it without you. So, from the bottom of my heart and the entire team at Kids Connection Haiti, thank you.

Astrid





*Copyright (C) 2021 Kids Connection Haiti. All rights reserved.*

You are receiving this e-mail because of your support to Kids Connection Haiti.

Kids Connection Haiti  
1376 E Capitol St NE  
Washington, DC 20003-1533

## THANK YOU VIDEO



Link: <https://www.youtube.com/watch?v=3TSbCISUjsI>



Link: <https://www.youtube.com/watch?v=1fy1LwY25A4>



Link: <https://www.youtube.com/watch?v=x6FAv8ZGmhQ>