

#GivingTuesday 2016

#UCANReach

Digital & Social Media Toolkit

What is Giving Tuesday?

#GivingTuesday is held annually the Tuesday after Thanksgiving, this year on November 29, 2016. #GivingTuesday is an initiative to start the giving season and we encourage everyone to be involved. To be an official partner, you must be a registered non-profit [a 501(c)3 in the United States] with a specific #GivingTuesday initiative, or a for-profit business, school, religious or community group that commits to spearhead a project that will benefit at least one registered charity or non-profit. Learn more about #GivingTuesday at www.givingtuesday.org.

Help UCANR reach for California's greatest potential on this #GivingTuesday!

The University of California's Division of Agriculture and Natural Resources (UCANR) improves the lives of Californians through its research and extension in the areas of agriculture, the environment, natural resources management, and human and community development. The division develops and delivers solutions to local problems in such areas as farming, nutrition, veterinary medicine, water quality and conservation, and offers programs for youth and families.

The effects of these efforts have been widespread - from the air we breathe, the water we drink, the food we eat, and the fibers that clothe us to the programs that sustain our natural environments and enrich education for at-risk youth.

State, federal and county funding provide the basic support for research and extension, but private contributions enhance the work of ANR and make an important difference in what we are able to accomplish.

During the next 25 years, California will face formidable challenges -- to maintain productivity in the face of rapid population growth, to compete effectively in new global markets, to maximize the use of new technology, and to manage increasingly scarce resources, such as water. UCANR benefits from the generosity of individuals, corporations and foundations that support our efforts to meet these challenges. An investment in UCANR represents an investment in California's present and future!

How you can participate!

- ❖ Follow and share your story by using the hashtags **#UCANReach** and **#GivingTuesday**
- ❖ Like us on Facebook: [UCANR](#)
- ❖ Follow us on Twitter: [@ucanr](#)
- ❖ Post your #unselfies on Instagram: [@ucanr](#)
- ❖ Watch our videos on YouTube: [UCANR](#)
- ❖ Pin a picture on Pinterest: [ucanr](#)
- ❖ Donate online at: ucanr.edu/sites/GivingTuesday/ or at <http://donate.ucanr.edu>

Unselfie

#un·sel·fie

What is an #unselfie? It is an unselfish selfie!

1. Create – Use the UCANR #unselfie sign [Link to sign in toolkit] and share how you are giving back or why you give.
2. Capture – Say cheese! Hold up the UCANR #unselfie sign and take your picture.
3. Share - Tag @ucanr on your picture and use the hashtags #unselfie, #GivingTuesday and #UCANReach and upload to your Twitter, Facebook or Instagram from now through November 29.

Sample caption for your #unselfie:

I'm paying it forward! Join me in reaching for California's greatest potential and give to @ucanr on #GivingTuesday! #UCANReach too!

Facebook Messages

Use these sample posts to be an ambassador for #GivingTuesday

Pre #Giving Tuesday

- You've heard of Black Friday and Cyber Monday? Well here's a new day in the Holiday Season – a day to give back! @ucanr is participating in #GivingTuesday www.GivingTuesday.org
- Join @ucanr for the opening day of the giving season! #UCANReach #GivingTuesday <http://ucanr.edu/sites/GivingTuesday/>
- #GivingTuesday invites you to join a movement to celebrate giving and encourage more, better and smarter giving during the Holiday Season. How will you give back? <http://ucanr.edu/sites/GivingTuesday/>

On #Giving Tuesday

- #UCANReach for California's greatest potential! Donate, post an #unselfie, or volunteer to help @UCANR on this #GivingTuesday! <http://ucanr.edu/sites/GivingTuesday/>
- Today's the day! Join people around the world and give back for #GivingTuesday. Help @UCANR reach for California's greatest potential! #UCANReach <http://ucanr.edu/sites/GivingTuesday/>
- The goal is 100 new @UCANR donors today – will you be one of them? #UCANReach #GivingTuesday <http://ucanr.edu/sites/GivingTuesday/>
- On this global day of giving, you can commit to giving back to your state and community by donating to @UCANR! #UCANReach for California's greatest potential this #GivingTuesday! <http://ucanr.edu/sites/GivingTuesday/>

Twitter Messages

Use these sample tweets to get your followers involved in #GivingTuesday

Pre #Giving Tuesday

- Antidote to overspending on holidays? #GivingTuesday Nov. 29! @ucanr #UCANReach California's greatest potential! <http://ucanr.edu/sites/GivingTuesday/>
- Ever thought you should "give back" a little more? What are you waiting for? @ucanr #UCANReach #GivingTuesday <http://ucanr.edu/sites/GivingTuesday/>
- Get those shopping deals but spare some \$\$ this year. #GivingTuesday is Nov. 29 #GivingTuesday @ucanr #UCANReach <http://ucanr.edu/sites/GivingTuesday/>
- Dreading Black Friday & Cyber Mon. shopping? Better idea: #GivingTuesday. Will you get involved? #UCANReach @ucanr <http://ucanr.edu/sites/GivingTuesday/>
- Q: What comes after Cyber Monday and before Christmas? A: #GivingTuesday! #UCANReach @ucanr <http://ucanr.edu/sites/GivingTuesday/>
- Follow #GivingTuesday to learn about a different Tuesday in November! #UCANReach @ucanr <http://ucanr.edu/sites/GivingTuesday/>
- Join me! Give more, give better, give smarter on #GivingTuesday! #UCANReach @ucanr <http://ucanr.edu/sites/GivingTuesday/>
- #UCANR is paying it forward on #GivingTuesday! #unselfie #UCANReach @ucanr <http://ucanr.edu/sites/GivingTuesday/>
- Tell the world why you give – Take an #unselfie and tag @ucanr on #GivingTuesday! #UCANReach <http://ucanr.edu/sites/GivingTuesday/>

On #Giving Tuesday

- Take an unselfie and show the world how you give back! #unselfie #GivingTuesday #UCANReach <http://ucanr.edu/sites/GivingTuesday/>
- #GivingBack is a vital part of being human and anyone can participate in #GivingTuesday! #UCANReach @ucanr <http://ucanr.edu/sites/GivingTuesday/>
- #GivingTuesday: when humanity comes together to show how powerful it can be when it unites to give #UCANReach @ucanr <http://ucanr.edu/sites/GivingTuesday/>
- What are you thankful for? Take part in #GivingTuesday today to give back to your community! #UCANReach @ucanr <http://ucanr.edu/sites/GivingTuesday/>
- #UCANReach for California's greatest potential by giving to @ucanr on #GivingTuesday! <http://ucanr.edu/sites/GivingTuesday/>