

November 27 ■ #GIVINGTUESDAY™



## UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources 2018 COMMUNICATIONS TOOLKIT

Thanks for participating in #GivingTuesday! We encourage you to use the following resources to talk about your campaign plans. You can also reach out to Development Services anytime at [eddelk@ucanr.edu](mailto:eddelk@ucanr.edu) with specific questions or to share any plans.

Some quick details about #GivingTuesday;

- #GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses, and communities in countries around the world. Millions of people have come together to support and champion the causes they believe in and the communities in which they live.
- #GivingTuesday is held annually the Tuesday after Thanksgiving, this year on **November 27**. We have two days for getting deals – Black Friday and Cyber Monday. On #GivingTuesday, we have a day for giving back. #GivingTuesday is the opening day of the giving season.
- Everyone has something to give. Anyone, anywhere can get involved and give back in a way that's meaningful to them. There's no minimum or limit to how people can do good.

Ready to start? We've put together this toolkit to provide you with resources you need to participate in the campaign, including:

- Ideas for getting involved
- Social media tips
- A sample campaign timeline

## HOW TO GET INVOLVED

We encourage all County Extension offices and RECs to participate! From basic participation to going the extra mile, below are some examples of ways your team can activate on #GivingTuesday.

WE'RE BASIC.	WE'RE COOL!	WE'RE EXTRA !!
"Friend" and follow UC ANR—and your local orgs on social media sites (FB, TW, IN, LI)	Comment on shared posts about specific needs for YOUR organization	Create custom images with logos for your posts
"Like" and Share #GivingTuesday posts to build support	Use the TOOLKIT as a resource for sample FB and TW messages	Raise matching funds ahead of time to incentivize donors
Make a gift!	Use the TOOLKIT for ideas and templates to create your own posts...like an "UNSELFIE"	Boost/Sponsor ads to increase exposure
	#GivingTuesday #NeighborCA	Lead training with your team

### Raise Funds

- #GivingTuesday is a great day to fundraise—think about ways to engage your donors in a new and meaningful way.
- Partner with a business to provide a matching gift to motivate other donors.
- Connect your #GivingTuesday activity to your end-of-year campaign. Use #GivingTuesday as the start of the giving season.

### Get Social

- Brand your personal and organizational social media accounts with **#GivingTuesday** **#NeighborCA** graphics and be an ambassador for the movement.
- Activate your social media followers and ask them to share stories of why they support your organization.
- Share photos of volunteer events to teach your followers about how you serve the community. Remember to use the hashtags **#GivingTuesday** **#NeighborCA**
- Create a #GivingTuesday video with your family, community or staff. Share on YouTube, Facebook, and social media using the hashtags **#GivingTuesday** **#NeighborCA**

## SOCIAL MEDIA TIPS

As a hashtag, social media is a key part of #GivingTuesday communications. It's also one of the best ways to engage your donors and community.

Remember to use the hashtags **#GivingTuesday** **#NeighborCA** on social media when talking about your campaign.

We are happy to help spread awareness about your campaign on social media. All you need to do is tag us in your post so we can share. You can find us on Twitter [@UCANR](#), and on [Facebook](#) and [Instagram](#) and we will retweet or share your messages.

### Facebook SAMPLE Messages

#### Pre #GivingTuesday

- We're looking forward to November 27th - this year's **#GivingTuesday**. Stay tuned for our campaign plans and share how you can make a difference this **#GivingTuesday #NeighborCA!**
- 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 #NeighborCA**  
<https://ucanr.edu/sites/GivingTuesday/>
- Join @UCANR for the opening day of the giving season! **#GivingTuesday #NeighborCA**  
<https://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 to support your community? **#GivingTuesday #NeighborCA** <https://ucanr.edu/sites/GivingTuesday/>

#### On #GivingTuesday

- Give to UC ANR to bring University resources to your community. Donate, post an #unselfie, or volunteer to help @UCANR on this **#GivingTuesday #NeighborCA!**  
<https://donate.ucanr.edu/>
- Today's the day! Join people around the world and give back for **#GivingTuesday #NeighborCA**.
- The goal is 100 new @UCANR donors today – will you be one of them? **#GivingTuesday #NeighborCA** <https://donate.ucanr.edu/>
- On this global day of giving, you can give back to your state and community by donating to @UCANR! **#GivingTuesday #NeighborCA!** <https://donate.ucanr.edu/>

### Twitter SAMPLE Messages

#### Pre #GivingTuesday

- This year's #GivingTuesday is on November 27th. Stay tuned for our plans and how you can make a difference! @GivingTuesday #NeighborCA

- @UCANR and **#GivingTuesday #NeighborCA** invites you to join the movement that celebrates giving. Give better. Give more. Give back. <https://ucanr.edu/sites/GivingTuesday/>
- Ever thought you should "give back" a little more? What are you waiting for? @UCANR **#GivingTuesday #NeighborCA** <https://ucanr.edu/sites/GivingTuesday/>
- Q: What comes after Cyber Monday and before Christmas? A: **#GivingTuesday #NeighborCA!** @UCANR <https://ucanr.edu/sites/GivingTuesday/>
- Follow **#GivingTuesday #NeighborCA** to learn about the Tuesday with a purpose in November! @UCANR <https://ucanr.edu/sites/GivingTuesday/>
- Join me & thousands of others giving more, giving better, giving back on **#GivingTuesday #NeighborCA!** @UCANR <https://ucanr.edu/sites/GivingTuesday/>
- #UCANR is paying it forward on **#GivingTuesday #NeighborCA!** #unselfie @UCANR <http://ucanr.edu/sites/GivingTuesday/>
- Tell the world why you give – Take an #unselfie and tag @UCANR on **#GivingTuesday #NeighborCA** this Nov 27! <https://ucanr.edu/sites/GivingTuesday/>
- How will you pay it forward on **#GivingTuesday #NeighborCA?** #unselfie @UCANR <https://ucanr.edu/sites/GivingTuesday/>

### On #Giving Tuesday

- Take an unselfie and show the world how you give back! #unselfie **#GivingTuesday #NeighborCA** @UCANR <https://donate.ucanr.edu/>
- Help @UCANR this **#GivingTuesday #NeighborCA** by donating to the programs you love, in the communities you care about! <https://donate.ucanr.edu/>
- #GivingBack is a vital part of being human. Anyone can participate in **#GivingTuesday #NeighborCA!** @UCANR <https://donate.ucanr.edu/>
- **#GivingTuesday #NeighborCA:** when humanity comes together to show how powerful it can be when we unite to give @UCANR <https://donate.ucanr.edu/>
- What are you thankful for? Today is **#GivingTuesday #NeighborCA** Join us today to give back to your community! @UCANR <https://donate.ucanr.edu/>
- Be a **#NeighborCA** by giving to @UCANR on **#GivingTuesday!** <https://donate.ucanr.edu/>
- @UCANR and **#GivingTuesday #NeighborCA** invite you to join us today. Give better. Give more. Give back. <https://donate.ucanr.edu/>

## 2018 CAMPAIGN TIMELINE

So you're all in for #GivingTuesday, but where do you start? This timeline will help you plan for #GivingTuesday.

### October

- Download our toolkit and logo files
- Select the team that will work on your **#GivingTuesday #NeighborCA** campaign
- Set a goal. Would you like to get more social media followers? Raise more money? Recruit more volunteers?
- Think about a match. Talk to donors about providing a match or challenge grant to build extra excitement on **#GivingTuesday #NeighborCA**.
- Map out your editorial calendar. When will you schedule posts?
- Send a save the date. Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has November 27th marked on their calendar.
- Build a drumbeat. Start scheduling regular (1-2 times a week or more) social media messages to talk about your campaign.
- Send a "1 Month to Go" email, newsletter and social media messages to make sure your staff, volunteers and community know that we are in the final countdown for #GivingTuesday!

### November

- Go big on social media! There's less than a month to go — tweet, post, share and do whatever you can to get your campaign out there. Remember to use the hashtag **#GivingTuesday #NeighborCA** in your messages so we can retweet and share your plans.
- Email reminders to your staff and community leading up to #GivingTuesday. Make sure they are ready to give on the big day!
- November 27 — **#GivingTuesday #NeighborCA!** Remember to update your community about your campaign throughout the day. Use the buzz and momentum from the day to build excitement for your campaign.
- November 28 — Send out thank you messages in emails and on social media. Share any initial results.

### December

- Say thank you to your staff, donors, volunteers, partners, faculty and community.
- Report results from your campaign.
- Continue to use the momentum from **#GivingTuesday #NeighborCA** to boost your end-of-year campaign.