5 May 2020

Join us at #GivingTuesdayNow
#GivingTuesdayNow

In response to the current Coronavirus situation we are hosting #GivingTuesdayNow on Tuesday 5th May.

A global day of unity where we all come together to thank those who have supported us, our families and communities during this challenging time.

Giving Tuesday has been running in the UK since 2014. It is a global giving campaign that celebrates the charities and communities we all rely on and promotes the various ways people give back and shines.

Started in the US in 2012, it now runs officially in over 65 countries worldwide. It is a global generosity movement that encourages everyone to give back.
#GivingTuesdayNow is an opportunity for everyone to show their gratitude to all essential workers on 5th May, including:

All NHS workers including medical staff, cleaners, porters, laundry staff and caterers, all food chain staff, delivery drivers, bin collectors, public transport workers, teachers, care workers, milk and post men & women, emergency services, community volunteers, workers making PPE and tests, neighbours, and of course charities!

All those people who are stepping up and reaching out, continuing to delivery their vital services during this challenging time.

Now more than ever, we are called upon to make a difference.

#givingtuesdaynow  |  5th May, 2020
#GivingTuesdayNow is in direct response to the Coronavirus situation.

Millions of people right across the UK have stepped up to make sure we, our family and friends, and our communities are safe and well during this challenging time. We think they all deserve our gratitude.

Charities have been at the forefront of this outpouring of collective action, helping to facilitate and coordinate people’s desire to help.

Charities are also tirelessly delivering on their mission, meeting vital needs which haven’t gone away in the face of Coronavirus. With the economic downturn and fundraising events cancelled, charities need help now more than ever.

#GivingTuesdayNow is a day for us all to show how much we appreciate those essential workers who have played such an important role over the last weeks and months and to those charities who are always there working on the important issues that make such a difference in all our lives.
GET INVOLVED #GivingTuesdayNow

1 - Share a message of thanks on social media using the hashtag #GivingTuesdayNow. This can take any form but here are some ideas:

We are a domestic violence charity and are busier than ever right now. You can make a small donation here LINK #GivingTuesdayNow

I work for @XXX and they are making PPE instead of the XX that we normally make. They along with all essential workers are my heros. Together We Help #GivingTuesdayNow

I’m so proud to have family/friends working in the NHS. @xxx – you are my hero. Thanks for all you’re doing #GivingTuesdayNow

My daughter is volunteering to support the vulnerable people in our community. She’s my hero! Together We Give #GivingTuesdayNow
GET INVOLVED #GivingTuesdayNow

2 – **Put a heart in your front window** as a way to thank all the essential workers who are helping us through this crisis.

People can add a personal message to their heart, mention essential workers, a specific person or a favourite charity. You can also use the “Together We Give / Help ...” messaging.

Please take a photo of your heart and share on social media with a message of thanks and use the hashtag #GivingTuesdayNow

- Draw your own heart
- Download a Giving Tuesday heart from the website – [UK Heart](#) or [Global Heart](#)
- Provide an outline for kids to colour in – downloadable from website
- Encourage your with colleagues, supporters, clients, customers and wider network to do the same
GET INVOLVED #GivingTuesdayNow

Start sharing now! Get started on social media now by engaging with the #CharityUnitesUs and #NeverMoreNeeded campaigns. This will help you share the incredible work you are continuing to do and frame the urgent need for financial support.

Send out a save the date for 5th May. We’ve got graphics (including ones for ‘save the date’) to download from the Giving Tuesday website, to use across several social media platforms. Feel free to add your logos and tag lines. Share this on social and with your supporters.

Sample post:

We’re looking forward to being part of #GivingTuesdayNow on 5th May. @givingtuesdayuk’s response to Coronavirus.

Who will you give thanks / share a heart for?
In the run up, hook in to other charity sector campaigns

We may all be working from home but that doesn’t mean that our services stop! We’ll be sharing how our team is continuing to support XXX through this difficult time. #CharityUnitesUs #GivingTuesdayNow

We have lots of volunteers who are helping us <<care for our animals / meet the needs of the local community>>. Don’t know where we’d be without their incredible generosity #GivingTuesdayNow #CharityUnitesUs

Charities make our communities stronger, in the toughest times they/we provide support when no-one else can. Today is #GivingTuesdayNow so lets show our appreciation! #NeverMoreNeeded

Charities will be essential in the work to rebuild our society and help us heal. Let’s make sure they/we are there to do that work. You can support us/them by XXXX #NeverMoreNeeded

Our income has fallen by X%, if we can’t continue to provide our services, Y people every week with be left without Z. We’re asking our supporters to get involved in the #twopointsixchallenge by XXX! (LINK TO DONATE) #GivingTuesdayNow

I’m sharing this story of one of our beneficiaries, in the hope that it will encourage others to support our charity. Without new donations, <<people / dogs like XXX will be left without YYY>>. We’re asking people to host a virtual coffee morning on 5th May to raise much needed funds. Sign up here (LINK) #GivingTuesdayNow
Celebrity ambassadors / influencers

Get in touch with your celebrity ambassador(s) and ask them to support your #GivingTuesdayNow campaign from their social media channels.

Can they actively get involved in your fundraising? Take part in a challenge, host a coffee morning, read a children’s book?

They can create their own post, share ones of yours. Providing them with graphics and a pre-written message will make it really easy for them to share your message.

Staff members can also make awesome social ambassadors.
Five ways you can mobilise your ambassadors for #GivingTuesdayNow:

1. Alert your ambassadors to #GivingTuesdayNow.
2. Suggest they promote your latest fundraising initiative or campaign ask on social media.
3. Recommend they use hashtag #GivingTuesdayNow.
4. Send assets such as images and videos that you had made previously – there is no need to create new image for this day.
5. Ask if you ambassador would get involved in your creative fundraising idea – can they start a challenge on social, do a book reading, auction a possession etc.

Ensure you work with schemas like the one below to create engaging content:

-Jack Whitehall

Donate to Beanstalk and raise funds to support children’s literacy! Wear a beanie hat today, tweet a photo to @Beanstalkreads and text “BEAN27 £2” to 70070. There is a prize on offer for the best photo. Use the tags #BeanstalkBeanieDay and #GivingTuesday for a chance to win!

-John Cleese

After #CyberMonday it’s #GivingTuesday - our chance to think of others, not ourselves. I include the amazing wild animals we share our planet with. The best way to help is by going to @BornFreeFDN, & adopting a #tiger or #lion. Let’s give our planet a helping hand.

-Gillian Anderson

On this #GivingTuesday, I’m honoured to support @womensinwars which will be generously matched by a group of anonymous donors. Until midnight, every donation we receive will be doubled! Please join me @womensinwars.org/donate

-WealthX

Meet Cinama

Entrepreneur: Survivor of the Canadian Entrepreneurs' World of Opportunity

Give Today. Your donation will be doubled.
On the day - 5th May

• GO BIG! Don't be shy about posting and sharing updates throughout the day! Aim to post 4-5 times on Facebook and Instagram and stories, and every 2 hours on Twitter.

• Remember to reply and thank your supports for their messages, support or donations.

• Use lots of images, GIFs, videos, and materials to get your messages to stand out. No need to create new, use what you have.

• Don't just ask for funds. Be creative with your messaging to get extra visibility and have fun with your campaign!
Examples of posts
Please use the hashtag #GivingTuesdayNow and where possible tag @givingtuesdayuk for a share.
Today is #GivingTuesday! Keep an eye out on our page for some great tips on how to give. The money we raise will go toward funding our incredible 24/7 helpline supporting vulnerable missing children and their families. Text Hope to 70707 to give £3 NOW!

#GivingTuesday #Hope247

#GivingTuesday feline generous? Can you guess who is dressed as Roary? RT if you think it’s @willtravers and like if you think it’s @domdyer70.

Make a donation or adopt a #lion at bornfree.org.uk. All will be revealed tomorrow!

#KeepWildlifeInTheWild #GivingTuesday

If you want to make a donation to carers this #GivingTuesday, or sign up to our regular giving programme, you can do this at the link here: givtuesday17.du.charitytuesday@carersuk.org

#Will you pledge to be a Carers’ Centre Hero this #givingtuesday? Yes! 🎉

Support the William Temple Foundation #GivingTuesday

#GivingTuesday - GivingTuesday @Givingtuesdayuk we made some fundraising videos about our work. It's not too late to support us. bit.ly/2O3aqJy @DrChrisRBaker
ADDITIONAL IDEAS

• Invite a member of your community to takeover your social media account for an hour. (see example on next page)

• Host a contest or giveaway for people to get involved with your campaign.

• Ask followers to vote on your campaign slogan, logo, hashtag, or theme. Use the built in Facebook polls and other tools to engage your followers.
INSTAGRAM AND FACEBOOK STORIES

Use the donate button, ask questions, use the hashtag #GivingTuesdayNow

Example – Instagram takeover. Here’s one from the Royal Marsden cancer charity.

Georgie Swallow, 26 years old
Stage 4 Hodgkin’s lymphoma
@GeorgieSwallow

On 27 November, Georgie will be sharing her story on @royalmarsden’s Instagram Story – tune in!

Making Chemo Fun
Yes, I did say fun! I wake up on chemo days feeling anxious and nauseas, so I am always keen to find ways to make the day as enjoyable as I can.

Take a look at my top tips and hopefully they can help you or a loved one find the fun.

Coffee & Questions! Feel free to ask anything

Type something...

We’re posting some of the lovely comments Georgie received today.

Coffee & Questions Instagram takeover @royalmarsden

Georgie Swallow, 26
Stage 4 Hodgkin’s lymphoma

No questions just love, encouragement and thank you for sharing your journey!
• Make a short video 30-90 seconds about your campaign. Post on your YouTube and social media channels and share with local media. Think about if the video needs to be horizontal or vertical.

• Film the impact of your work or someone from your charity talking to your audiences! Share on social media to spread the word about what you do.

• Use Facebook/Instagram Live/Twitter Live to share updates and interviews with your community and people you serve.

• Use Instagram TV to give longer explanations or Q and As about your campaign and engage with your followers. Remember to use hashtag #GivingTuesdayNow
5 May 2020

Speak to the team at:
GIVINGTUESDAY@CAFONLINE.ORG

www.givingtuesday.org.uk