



# #GivingTuesday on Facebook Toolkit



Facebook offers a suite of charitable giving tools to make it easy to raise awareness and make positive global impact for the causes you care about. We've added new features to jumpstart your fundraising efforts and help you meet your goals.

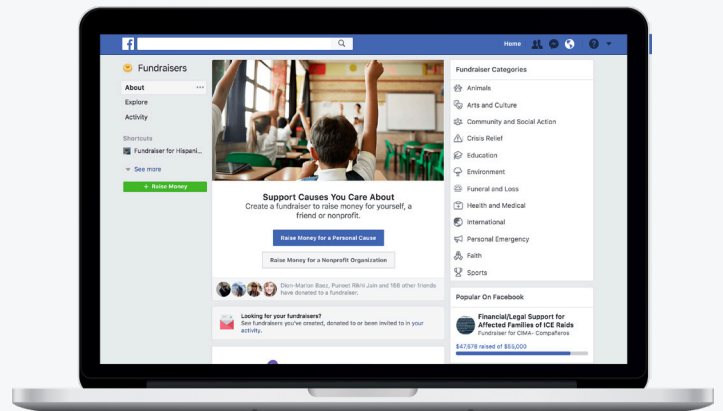
## Kickoff Checklist

- Nonprofit Facebook Page details and cover photo are up-to-date
- Donate button added to Page header
- Kickoff meeting to establish your theme and fundraising goals for #GivingTuesday
- Fundraiser assets prepare - Name, story, cover photo, images, video and goal
- [Create a Fundraiser](#) from your nonprofit Facebook Page

## Social Posts

You know your supporters best, determine for how far in advance you want to start promoting your #GivingTuesday fundraiser. It can help to have posts written and scheduled ahead of time. The examples below are to get you started, be sure to customize the copy by updating text in between any of the < > brackets.

Tip: [Use the post scheduler](#) on Facebook to draft, post and schedule multiple posts at once.



### CAMPAIGN ANNOUNCEMENT

- This Nov 27th is #GivingTuesday. This year we are fundraising to <impact>. Facebook and PayPal are matching donations on Facebook for a total of up to \$7 million dollars. In addition, your donations to <@your org's page> could be matched! Mark your calendar and help us reach our <\$X> goal to <impact>.
- This Nov 27th is #GivingTuesday. This year we are fundraising to <impact>. Facebook and PayPal are matching up to a total of \$7 million dollars in donations on Facebook. Make a donation or create a fundraiser on Nov 27th help us reach our <\$X> goal to fund <impact>.
- This Nov 27th is #GivingTuesday. Facebook and PayPal are matching donations on Facebook a total of up to \$7 million dollars. Mark your calendar and start your own fundraiser or make your donation early on Nov. 27th.
- #GivingTuesday, the antidote to Black Friday and Cyber Monday. Give back on Nov 27 by donating or creating your own fundraiser for <@your org's page>. This year we are fundraising for <impact>. Join us. <Link>

## IMPACT DETAILS

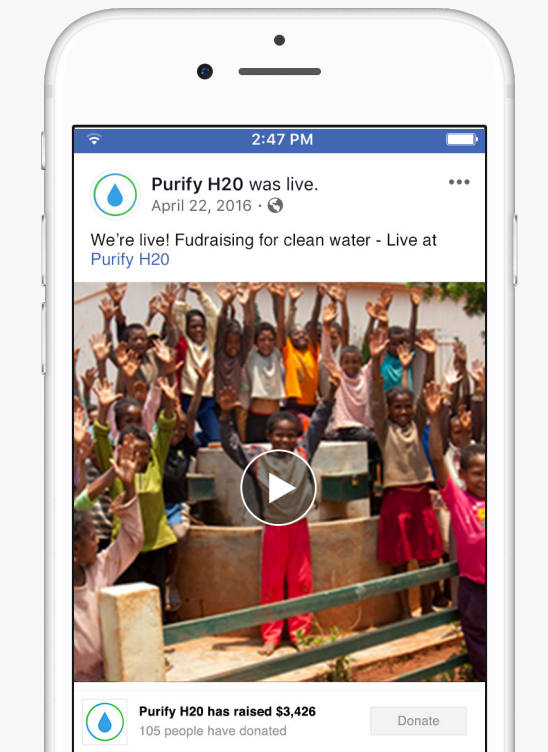
- This #GivingTuesday we're fundraising for <general impact>. Every <\$X> raised will provide <specific impact>. Join us by donating or creating a fundraiser to support <impact>  
[https://www.facebook.com/pg/<YOURPAGEALIAS>/fundraisers/?create&source=nonprofit\\_email\\_campaign](https://www.facebook.com/pg/<YOURPAGEALIAS>/fundraisers/?create&source=nonprofit_email_campaign)
- This year <@your org's page> has already <impact made>. We want to do more. Help us by creating a #GivingTuesday Fundraiser or donating to our Page. Every <\$X> raised is <impact created>.

## REMINDERS

- <X> days until #GivingTuesday. On Nov. 27, Facebook and PayPal are matching donations a total of up to \$7 million on Facebook. Your donations to <@your orgs page> on Nov. 27th could be matched! Mark your calendar and make your donation early on Nov. 27th.
- <X> days until #GivingTuesday. On Nov. 27, Facebook and PayPal are matching a total of up to \$7 million in donations on Facebook. Donations can be matched per personal fundraiser or \$50K per nonprofit. Join us by creating a personal fundraiser and then share it with your friends on Nov. 27th [https://www.facebook.com/pg/<YOURPAGEALIAS>/fundraisers/?create&source=nonprofit\\_email\\_campaign](https://www.facebook.com/pg/<YOURPAGEALIAS>/fundraisers/?create&source=nonprofit_email_campaign).

## DAY OF

- Give the gift of <impact> this #GivingTuesday. Donate Now. No fees on donations — 100% of the donations go to <@your orgs page> <link to fundraiser>
- Today is #GivingTuesday! Facebook and PayPal are matching a total of up to \$7 million of donations made through Facebook. Help us today by 1) Donating now <link to fundraiser> or 2) Creating your own fundraiser and sharing with friends [https://www.facebook.com/pg/<YOURPAGEALIAS>/fundraisers/?create&source=nonprofit\\_email\\_campaign](https://www.facebook.com/pg/<YOURPAGEALIAS>/fundraisers/?create&source=nonprofit_email_campaign)
- If Black Friday has you down, rebound by supporting us this #GivingTuesday. Donate or start a Fundraiser today <link to fundraiser>



# #GIVINGTUESDAY™

## VISUAL ASSET RESOURCES

[#GivingTuesday Logos from 92Y](#)  
[Cover Photo & Image Sizing](#)

[Creative Considerations from Facebook's Ads Team](#)  
[Optimizing Video Ads](#)



## Email Copy



Leverage the power of your community on #GivingTuesday. You can use this email copy as a starting place and as a means to encourage your supporters to be in touch on #GivingTuesday.

### ANNOUNCEMENT

Dear <Insert name>,

We have some exciting news! In honor of #GivingTuesday, Facebook is partnering with PayPal to match donations a total of up to \$7 million to U.S. nonprofits on Facebook. [Match details](#).

#### How can you help?

As a supporter of <your org name>, we need your help. Create a Facebook fundraiser and share it with your friends on #GivingTuesday. Creating a fundraiser is easy and we welcome fundraisers with any goal amount.

[Start a Fundraiser](#)

#### Where will the money raised will go?

<Insert description of programs>. Every \$<XX> raised is <impact created>.

Thank you for your support!

<Your org name>

### REMINDER

Dear <Insert name>,

#GivingTuesday is around the corner. This is a huge giving moment and we need your help.

This year, Facebook is partnering with PayPal to match donations a total of up to \$7 million to U.S. nonprofits on Facebook, and we want to take advantage of those matching dollars. [Match details](#).

#### How can you help?

Create a Facebook fundraiser and share it with your friends on #GivingTuesday. Creating a fundraiser is easy and we welcome fundraisers with any goal amount.

[Start a Fundraiser](#)

[Download the Guide](#)

#### Money raised will go

<Insert description of programs>. Every \$<XX> raised is <impact created>.

Thank you for your support.

<Your org name>

**DAY OF ACTIVATION**

Dear <Insert name>,

Ready. Set. Go. Today is #GivingTuesday, a global day of giving back to the causes you care about.

Support our #GivingTuesday Campaign today:

1. [Start a Fundraiser](#)
2. Link to your Fundraiser

Facebook and PayPal are contributing a total of up to \$7 million in matching to donations made through Facebook today, so donate early.

**Money raised will go**

<Insert description of programs>. Every \$<XX> raised is <impact created>.

Thank you for your support!

<Your org name>

## Suggested Content Calendar

**STARTING OCTOBER 1**

- Ramp up content about the programs you want to fund.

**STARTING NOVEMBER 1**

- Start promoting your #GivingTuesday activities and goals (3 posts/week)
- Encourage supporters to make a fundraiser for #GivingTuesday

**NOVEMBER 12**

- Start sharing images and graphics that fundraisers can use.
- Remind supporters what you are fundraising for.

**NOVEMBER 27 #GIVINGTUESDAY**

- 5am PST Match Starts - promote your fundraiser every hour
- Highlight supporter fundraisers
- Post fundraising updates and milestones

**NOVEMBER 28 WRAP UP & THANKS**

- Results + Impact

**RESOURCES**

[#GivingTuesday.org](#)

[Donations @Facebook](#)