

#GivingTuesday 2017
#4HRecipe4Success
Digital & Social Media Toolkit

- ❖ Follow and share your story using #4HRecipe4Success and #GivingTuesday
- ❖ Like us on Facebook: California4H
- ❖ Follow us on Twitter: California4H
- ❖ Post your #UNselfies on Instagram: @ca4H
- ❖ Watch our videos on YouTube: California4H
- ❖ Pin a picture on Pinterest: California4H
- ❖ Donate online at: ca4hfoundation.org/#support

#UNselfie

What is an #UNselfie? It is a selfless selfie! It is a powerful way to show how and why you are giving.

1. Create – Use the 4-H #UNselfie sign and share how you are giving back or why you give.
2. Capture – Say cheese! Hold up the 4-H #UNselfie sign and take your picture.
3. Share - Tag your pic #UNselfie and #GivingTuesday and #4HRecipe4Success and upload to your Instagram, Snapchat, Twitter or Facebook from now through November 28.

Sample caption for your #UNselfie:

I'm paying it forward! Join me in growing life skills today and give to 4-H
@California4H #4HRecipe4Success #GivingTuesday

Facebook Messages

Use these sample posts to be an ambassador for #GivingTuesday

Pre #GivingTuesday

- You've heard of Black Friday and Cyber Monday? Well here's a new day in the Holiday Season – a day to give back! @California4H is participating in #GivingTuesday on November 28. #4HRecipe4Success
- Join @California4H for the opening day of the giving season! #4HRecipe4Success #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? #4HRecipe4Success <http://4h.ucanr.edu/givingtuesday/>

- #GivingTuesday is a global day of giving. Everyone, anywhere, can participate! Join us and share how you will give this November 28! #4HRecipe4Success
<http://4h.ucanr.edu/givingtuesday/>

On #Giving Tuesday

- Today's the day! Join people around the world and give back. Give life skills to 4-H kids across California www.ca4hfoundation.org
- The goal is 100 new 4-H donors today – will you be one of them? #GivingTuesday #4HRecipe4Success
- On this global day of giving, you can commit to giving back by becoming a 4-H volunteer!

Twitter Messages

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

Pre #Giving Tuesday

- Perfect antidote to overspending this holiday season? #GivingTuesday coming Nov. 28! @California4H #GivingTuesday #4HRecipe4Success
- Ever thought u should "give back" a little more? What are u waiting for? @California4H #GivingTuesday #4HRecipe4Success
- Take advantage of shopping deals. But spare some cash this year. #GivingTuesday is Nov. 28 #GivingTuesday #4HRecipe4Success @ca4H
- Dreading Black Friday and Cyber Monday shopping? Better idea: #GivingTuesday. How will u get involved? @California4H #GivingTuesday #4HRecipe4Success
- Q: What comes after Cyber Monday and before Christmas? A: #GivingTuesday! @California4H #GivingTuesday #4HRecipe4Success
- Follow #GivingTuesday to learn about a different Tuesday in November! @California4H #GivingTuesday #4HRecipe4Success
- Join me! Give more, give better, give smarter @California4H #GivingTuesday #4HRecipe4Success
- 4-H'ers are paying it forward on Giving Tuesday #UNselfie #GivingTuesday #4HRecipe4Success
- Tell the world why you give – Take an UNselfie #UNselfie and tag @california4H

On #Giving Tuesday

- Take an UNselfie and show the world how you give back! #UNselfie #GivingTuesday #4HRecipe4Success
- Anyone can participate in #GivingTuesday! Encourage others to join in by posting your #UNselfie #4HRecipe4Success @california4H
- GivingTuesday is a time for the world to come together & show how powerful humanity can be when we unite to give on one day #GivingTuesday #4HRecipe4Success
- Life skills matter! I can (add your own skill, i.e. cook) because of 4-H. What about you? @California4H #GivingTuesday #4HRecipe4Success
- Take part in #GivingTuesday today to give back to your community! @California4H #GivingTuesday #4HRecipe4Success
- 100 new donors for 4-H to give kids life skills. Will you be one of them? @California4H #GivingTuesday #4HRecipe4Success