



**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 UC ANR 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.
* 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
* Sample posts

# HOW TO GET INVOLVED

We encourage everyone to participate! From basic participation to going the extra mile, below are some examples of ways you can activate on #GivingTuesday.

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| Be BASIC | Be COOL | Be EXTRA! |
| Follow us:   * Facebook @California4H, @ucanr * Twitter @California4H, @ucanr * Instagram @ca4H | Comment on our posts, share, and tag your friends. | Post your own images, including #GivingTuesday and #NeighborCA. Link to our donate page in your posts. |
| Like and share our #GivingTuesday posts on your social media accounts. | Use our Toolkit for sample messages and images to use. | Raise matching funds ahead of time to incentivize donors. |
| Make a gift! | Post an Unselfie using one of our templates. | Boost/Sponsor ads on your social media accounts to increase exposure. |

## Be an Ambassador

* Brand your personal and organizational social media accounts with **#GivingTuesday**

**#NeighborCA** graphics and be an ambassador.

* Activate your social media followers and ask them to share stories of why they support California 4-H.
* 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.** Tag us @California4H so we can share it too!

# SOCIAL MEDIA TIPS

Social media is a key part of #GivingTuesday communications. It’s also one of the best ways to engage your donors and community. **Use #NeighborCA** in all your posts so we can find them easier.

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 Facebook and Twitter @California4H and @UCANR, and on Instagram @ca4H and we will retweet or share your messages.

## Facebook SAMPLE Messages

**Pre #GivingTuesday**

* We’re looking forward to November 27th - this year’s **#GivingTuesday**. Go to our resource page for resources to join our campaign! **#GivingTuesday #NeighborCA**! ttp://bit.ly/2ghlTJi
* You’ve heard of Black Friday and Cyber Monday—well there’s a new day in the Holiday Season– a day to give back! @UCANR and @California 4H is participating in **#GivingTuesday #NeighborCA**
* Join @UCANR and @California4H for the opening day of the giving season, November 27! **#GivingTuesday #NeighborCA**
* #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**

**On #GivingTuesday** – link directly to the California 4-H Foundation donation page: <http://bit.ly/2fyOSLa>

* Double your impact today! The California 4-H Foundation Board will match up to $25,000 in donations. <http://bit.ly/2fyOSLa> #GivingTuesday #NeighborCA
* The California 4-H Foundation is matching donations up to $25,000 today only! Donate now at <http://bit.ly/2fyOSLa>! #GivingTuesday #NeighborCA
* Donate, post an #unselfie, or volunteer to help @UCANR and @California4H on this **#GivingTuesday #NeighborCA**! http://bit.ly/2fyOSLa
* Today’s the day! Join people around the world and give back on **#GivingTuesday** #NeighborCA. http://bit.ly/2fyOSLa
* The goal is 100 new @California4H donors today – will you be one of them? **#GivingTuesday #NeighborCA** <http://bit.ly/2fyOSLa>
* On this global day of giving, you can commit to giving back by becoming a 4-H volunteer! Sign up by contacting us at **(insert local county contact)** #GivingTuesday #NeighborCA

**Thank you Wednesday**

Post a thank you to all your supporters!

## Twitter SAMPLE Messages

**Pre #GivingTuesday –** link to 4-H Resource page: http://bit.ly/2ghlTJi

* This year’s #GivingTuesday is on November 27th. Check out our toolkit to see how you can make a difference! #GivingTuesday #NeighborCA http://bit.ly/2ghlTJi
* Join the movement that celebrates giving. Give better. Give more. Give back. Become an ambassador – download our toolkit today! #GivingTuesday #NeighborCA http://bit.ly/2ghlTJi
* Perfect antidote to overspending this holiday season? #GivingTuesday coming 11/27! @California4H #GivingTuesday #NeighborCA
* Ever thought you should "give back" a little more? We made it easy for you to get involved. Check out our toolkit for **#GivingTuesday** http://bit.ly/2ghlTJi **#NeighborCA**
* Q: What comes after Cyber Monday and before Christmas? A: **#GivingTuesday**! Find out how you can join in! http://bit.ly/2ghlTJi
* Follow **#GivingTuesday #NeighborCA** to learn about how you can support your neighbors in California on November 27! http://bit.ly/2ghlTJi
* Hey **#NeighborCA** - join me & thousands of others giving more, giving better, giving back on **#GivingTuesday**! http://bit.ly/2ghlTJi
* 4-H’ers are paying it forward on **#GivingTuesday #NeighborCA**! #unselfie
* Tell the world why you give – Take an #unselfie and tag @California4H for **#GivingTuesday,** Nov 27!
* Take advantage of shopping deals. But spare some cash this year.  #GivingTuesday is Nov. 27 **#NeighborCA**
* Dreading Black Friday and Cyber Monday shopping? Better idea: #GivingTuesday. How will u get involved? **#GivingTuesday** http://bit.ly/2ghlTJi **#NeighborCA**
* How will you pay it forward on **#GivingTuesday #NeighborCA**? Check out our toolkit to support the campaign! http://bit.ly/2ghlTJi

**On #Giving Tuesday –** link to California 4-H Foundation donation page: http://bit.ly/2fyOSLa

* Double your donation today, thanks to the CA 4-H Foundation! #**GivingTuesday #NeighborCA http://bit.ly/2fyOSLa**
* Anyone can participate in #GivingTuesday. Any amount helps, and the California 4-H Foundation will match donations up to $25,000 today only. #**GivingTuesday #NeighborCA http://bit.ly/2fyOSLa**
* 4-H’ers are paying it forward on **#GivingTuesday #NeighborCA**! #unselfie **http://bit.ly/2fyOSLa**
* The goal is 100 new 4-H donors today – will you be one of them? #**GivingTuesday #NeighborCA http://bit.ly/2fyOSLa**
* Share your #unselfie and show the world how you give back! #**GivingTuesday #NeighborCA http://bit.ly/2fyOSLa**
* Help this **#GivingTuesday #NeighborCA** by donating to the programs you love, in the communities you care about! http://bit.ly/2fyOSLa
* **#GivingTuesday #NeighborCA**: when humanity comes together to show how powerful it can be when we unite to give on one day. http://bit.ly/2fyOSLa
* What are you thankful for? Today is **#GivingTuesday** Join us today to give back to your community! **#NeighborCA http://bit.ly/2fyOSLa**
* Be a **#NeighborCA** by giving to @UCANR on **#GivingTuesday**! http://bit.ly/2fyOSLa
* **#GivingTuesday** invites you to join us today. Give better. Give more. Give back. <http://bit.ly/2fyOSLa> #NeighborCA

**Thank you Wednesday**

Post a thank you to all your supporters