

Social Media Tips and Messages for #GivingTuesday 2017

Tip for #GivingTuesday — Identify a social media ambassador to post on Facebook and Twitter. Whether it's to challenge people to give or show highlights of people who have been supported through your ministry, keep building up the communication to #GivingTuesday, November 28.

Getting key people in your church involved in planning and spreading the word about #GivingTuesday will definitely make the day more successful. #GivingTuesday is the global initiative for all people to make a gift on Tuesday, Nov. 28. Presbyterians united to give on this one day will make a big difference in the mission and ministries they support.

You've decided your congregation wants to participate in #GivingTuesday. Now what? Get bulletin inserts, talking points, and a flyer to help promote #GivingTuesday at PresbyterianFoundation.org/GivingTuesday.

#GivingTuesday Tip — Each week, post a different picture of someone who has been helped because of the generosity of your congregation. Then encourage members to make a gift on Tuesday, Nov. 28.

Set a Goal for #GivingTuesday. People are much more likely to help you reach a goal instead of giving a random amount. You can also specify that the gifts on #GivingTuesday will be designated for a special purpose, such as an Outreach Program, Children or Youth Ministry, or a global mission project.

Use #GivingTuesday to kick-off a longer holiday celebration that teaches your congregation about service opportunities and how they can give in December.



Post UNselfies on Instagram, Facebook, Snapchat, and Twitter

An UNselfie has been a big *#GivingTuesday* success. People post pictures of themselves with a note of the organization they are supporting or a gift in honor or memory of someone. This is such a great way to create grassroots support. **You can do this, too!**



#GivingTuesday Save the Date graphic. Download and use in your communications. Consider changing your profile photo to the graphic to help with promotion.



Matching grants are a great incentive to use in your *#GivingTuesday* campaign. Maybe you have a donor who gives a nice donation every year at year-end—this would be the ideal candidate to approach to use their gift as a matching grant.

Looking for a way to engage the younger crowd? *#GivingTuesday* is the ticket. This movement is ideal for social media engagement, and the online giving component is a perfect fit. The Presbyterian Foundation online giving platform does all the hard work for you. Just add excitement and get your supporters on board.

Suggested Facebook post:

On November 28, 2017, the world comes together to give. Join fellow Presbyterians and participate in the *#GivingTuesday* movement, supporting mission and ministry at home and around the world: presbyterianfoundation.org/givingtuesday [insert graphic]

#GivingTuesday is a day for Presbyterians everywhere to GIVE! Find out how you can support Christ's mission.

Suggested tweet:

Join Presbyterians on *#GivingTuesday* in supporting mission & ministry at home & around the world: presbyterianfoundation.org/givingtuesday *#PCUSA*

On *#GivingTuesday*, Presbyterians can have an impact! Join us on 11/28 by giving back to support Christ's mission. *#PCUSA*