



Presbyterian Church (U.S.A.)

**Presbyterian Mission**



## What is Giving Tuesday?

*Make love  
your aim...*  
—1 Corinthians  
14:1

- Held annually the Tuesday after Thanksgiving
  - This year November 27, 2018
- A global day of giving that harnesses the potential of social media and the collective power of individuals, communities, and organizations to encourage philanthropy and to celebrate generosity worldwide

#GIVINGTUESDAY™



# Social Media Best Practices

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- Set your goal: something measurable and achievable
  - We want to raise \$1,000 on Giving Tuesday
- Strategize: How will you accomplish your goals?
  - Decide who your audience is and the best way to reach them
    - Who are they? What do they like? What time of day are they engaging on social media?
  - Tell the story of your community to get them to give
    - What stories do you have to share?
      - Ask your followers to share stories of why they give
    - What content do you already have that you can repurpose?

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## Social Media Best Practices



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- Always add multimedia
  - Posts with some form of graphic get more engagement than those without
  - Utilize Giving Tuesday logo and graphics
    - [www.givingtuesday.org](http://www.givingtuesday.org)
- Engage
  - Ask questions, reply to comments, share posts from other accounts
- Get your community involved!
  - Ask them to share your posts

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## Social Media Best Practices



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- Use hashtags: #GivingTuesday, #PCUSAGives
  - Create your own!
- Tag and engage with relevant accounts:
  - @GivingTuesday
  - @PCUSA
  - @PresbyFDN
  - @SpecialOfferings, etc.
- Don't forget to link to your giving page!
  - Also provide alternative ways to give

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## Spreading the Word

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- October
  - Begin posting messages about once a week. Also begin announcing Giving Tuesday in worship, newsletters, etc.
  - Send a “1 Month to Go” email and social media messages to make sure everyone knows you are in the final countdown

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## Spreading the Word

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- November
  - Increase posts as Giving Tuesday gets closer
  - Email reminders to staff and members to make sure they are ready for the big day
  - Day of- Update your community throughout the day with how your campaign is going
  - Day after- Send out thank you messages in emails and on social media, share initial results

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