

# #GIVINGTUESDAY™

**Amy Enchemeyer, UN Foundation - @unfoundation**

**Stephanie Startz, Michael J. Fox Foundation - @SuperStartz**

**Lauren Van Horn, Facebook - @LoLoVanHorn**

**Scott Geller, Points of Light - @scottgeller**

**@GivingTues**

# #GIVINGTUESDAY

SOCIAL MEDIA WEBINAR

(because)

#givingtuesday

#GIVINGTUESDAY  
DECEMBER 2, 2014



2013 Recap



Social Media Platforms



Sharing the Love



Tactics



Share Graphics

Social Media Ambassadors

#UNselfie

Snapchat



Follow Us!

# #GIVING TUESDAY

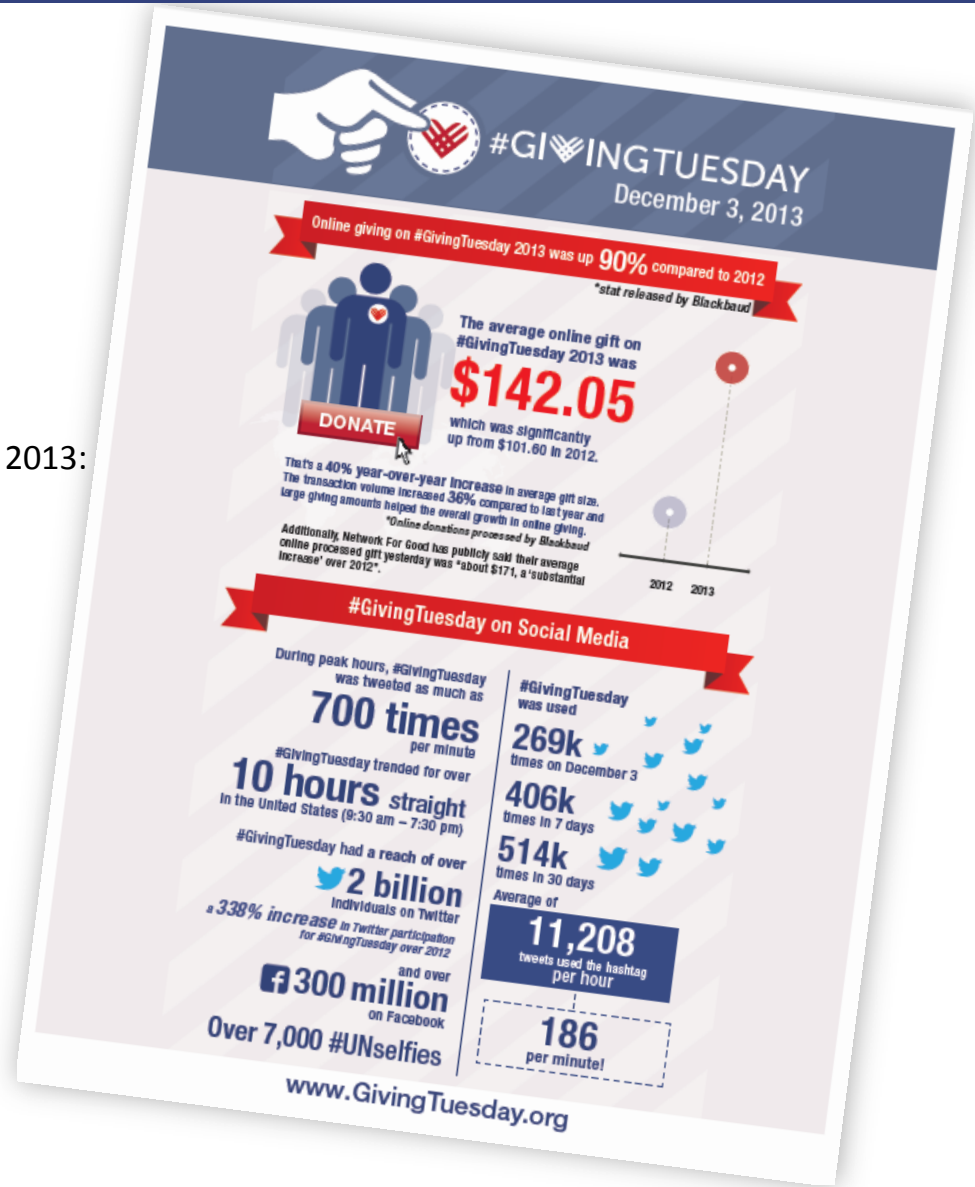
## SOCIAL MEDIA



### 2013 Recap

Social Media played a huge role in #GivingTuesday 2013:

- Trended 10 hours on Twitter
- 700 tweets/min at peak
- More than 2 billion people reached
- Hashtag was used 500k+ times
- Giving was up 90% YoY
- Donation amounts were up 40% YoY



# #GIVINGTUESDAY

SOCIAL MEDIA: SHARING THE LOVE



#GivingTuesday is a global, social movement. Social Media plays a huge role in how we reach our audience around the world.




We're platform "agnostic" – we don't play favorites. Currently we run #GivingTuesday accounts on the following platforms:

- Facebook
- Twitter
- Pinterest
- YouTube
- Google+
- Instagram
- Snapchat


# #GIVING TUESDAY

SOCIAL MEDIA: SHARING THE LOVE

Everyone counts! From Main Street to 1600 Pennsylvania Avenue: we use social media as a way to feature all of our #GivingTuesday partners.

 GivingTuesday shared a link.  
Posted by Amber May [?], October 20 · Edited

We love this video from 2013: Long lines for #GivingTuesday by Friends of Trees and Brighton West.



**Long lines for #GivingTuesday**  
community.givingtuesday.org

You thought the lines were long for Black Friday? Well check out the folks who want to make donations on Giving Tuesday! #GivingTuesday...

#givingtuesday Tweet

 The White House  
@whitehouse

After #BlackFriday & #CyberMonday, comes #GivingTuesday, a day for all Americans to give back and make a difference: [on.wh.gov/Yj2nuxB](http://on.wh.gov/Yj2nuxB)

11/27/12 9:07 PM

89 RETWEETS 14 FAVORITES

# #GIVINGTUESDAY

SOCIAL MEDIA: SHARING THE LOVE

Give people something easy to share!





# #GIVING TUESDAY

SOCIAL MEDIA: SHARING THE LOVE



## Social Media Ambassadors

- 3,200+ highly engaged supporters
- Provided with regular email updates and “Share This” social media messaging

# #GIVING TUESDAY

## SOCIAL MEDIA: KEYS TO #UNSelfie SUCCESS



Be sure everyone knows what your talking about! And make it easy for anyone to join.

### TOOLKITS

- Explains how to #UNSelfie
- Shows examples
- Shareable with partners

### SHARE GRAPHICS

- Explains how to #UNSelfie
- Shows examples
- Allows peoples to easily share the movement

### How do I #UNselfie?

- Take a “selfie” with a caption (or have it on a card in the picture) explaining how or why you and/or your friends are “giving” this year.
- Always use the hashtags #UNselfie and #GivingTuesday
- Post it to Instagram, Facebook and/or Twitter – share with friends!





# #GIVINGTUESDAY

## SOCIAL MEDIA: KEYS TO #UNSelfie SUCCESS



Measure your success! Track who is using your #hashtag.

### #GIVINGTUESDAY

DECEMBER 3 | SOCIAL MEDIA UPDATES AS OF 3PM EST

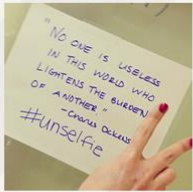
83,813,000 TWITTER IMPRESSIONS

#### TOP TWEETS

Smithsonian **Katie Couric** **Red Cross** **Bill Gates**  
**White House** **Barbara Streisand** **Mashable** **Twitter**  
**P Diddy** **Gates Foundation** **Danny Glover** **Eminem**  
**Heidi Klum** **Clinton Foundation** **Chelsea Clinton**  
**Victoria Justice** **No Kid Hungry** **Selena Gomez**



5,000+  
#UNselfies



FOLLOW ON  
[storify.com/unfoundation/the-givingtuesday-unselfie](https://www.storify.com/unfoundation/the-givingtuesday-unselfie)

@UNFOUNDATION UNITEDNATIONSFOUNDATION @UNFOUNDATION

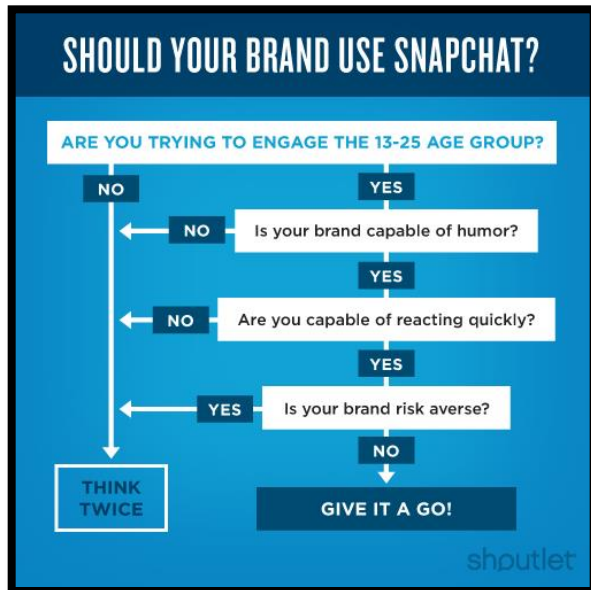


# #GIVINGTUESDAY

SOCIAL MEDIA: TRY NEW THINGS!

Snapchat:

- Phone-based app
- Share personal moments with friends
- Pictures/videos last 1-10 seconds, then disappear
- “Stories” last for 24 hours and all of your followers can see them
- Creates excitement & sense of urgency



# #GIVINGTUESDAY

SOCIAL MEDIA: FOLLOW US



Hashtag: #GivingTuesday

Website: [www.givingtuesday.org](http://www.givingtuesday.org)

Partner sign up: [givingtuesday.org/partners.html](http://givingtuesday.org/partners.html)

[#UNselfie Toolkit](#)

[#UNselfie Storify](#)

Facebook: [Facebook.com/GivingTuesday](https://www.facebook.com/GivingTuesday)

Twitter: [@GivingTues](https://twitter.com/GivingTues)

Instagram: [@GivingTuesday](https://www.instagram.com/GivingTuesday)

Pinterest: <http://www.pinterest.com/givingtuesday/>

Snapchat: givingtuesday





# The michael j. fox foundation for parkinson's research

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**Giving Tuesday & #UNSELFIE**

# the world's largest nonprofit funder of parkinson's research

## Our Mission

To accelerate the development of improved therapies, and ultimately a cure, for people living with Parkinson's disease today.

## Vital Stats

- » Founded in **2000** by actor Michael J. Fox
- » Public charity
- » **58,000** donors in 2013  
(individuals, corporations, nonprofits)
- » No chapters: team of **90** based in NYC
- » **1,500** grassroots fundraisers reaching **100,000** supporters worldwide in 2013
- » **\$450 million** in research funded to date
- » **\$71 million** in research grants funded in 2013
- » **1,300** projects funded to date
- » **450** active grants in current portfolio
- » **30%** of funded project are outside of the U.S.
- » Fund academics, biotechs and pharma





# THE MICHAEL J. FOX FOUNDATION FOR PARKINSON'S RESEARCH

## #GivingTuesday 2013

- » Host dialogue around philanthropy
- » Empower our community to share their personal experience
- » Establish relationships with a younger audience



We have a day for giving thanks. We have two for getting deals. This year we're marking #GivingTuesday. Get Involved: [on.fb.me/Sppv9q](https://on.fb.me/Sppv9q)



RETWEETS: 2 FAVORITE: 1



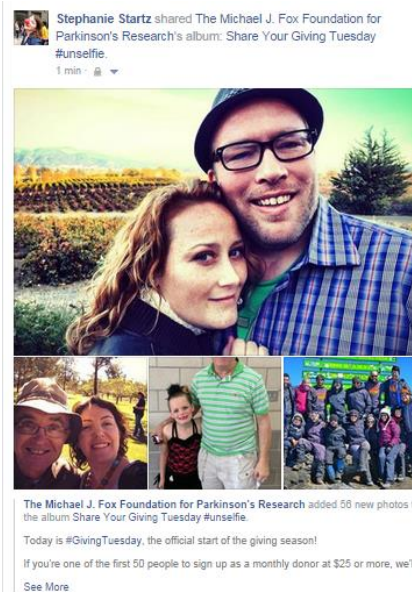
10:24 AM - 27 Nov 2012



# The Michael j. fox Foundation for parkinson's research

## #UNSELFIE

- » 70+ #UnSelfie submissions
- » 1,000+ word of mouth endorsements from supporters
- » 700,000+ impressions on Foundation social posts



## #GivingTuesday 2013 Key Learnings

- » Participate in the conversation, don't create your own.
- » Keep it simple: Give supporters clear instructions and examples.
- » Our constituent's social content can live beyond social.
- » Thank your supporters!

HOME / OUR ROLE & IMPACT / FOXFEED BLOG

### FOXFEED BLOG

#Unselfie Round-Up: Your Stories

Posted by **Nancy Ryerson**, November 26, 2013

More than 60 of you shared an **#unselfie** – a picture that represents why you're giving this season. We learned so much about your families and experiences, and saw some great shots in the process, from sweet

HOME / OUR ROLE & IMPACT / FOXFEED BLOG

### FOXFEED BLOG

#GivingTuesday Success: Thanks to Our Supporters!

Posted by **Nancy Ryerson**, December 04, 2013

#GivingTuesday was the talk of the town – and Twitter – yesterday, a fitting kick-off to what promises to be a great giving season.

We saw tweets **announcing** donations and calling to others to do the same and **#unselfies** – pictures that represent why you give – **honoring** family members. One Twitter follower, Karen Sieminski, shared **#unselfies** of practically her entire family supporting MJFF – niece, **nephew**, **sister** and **brother-in-law**, all in support of her **dad**.

And happy birthday to Twitter follower **Stephanie**, who chose to share her day with us.

"Today is not only my birthday, it's also #GivingTuesday - want to give me a bday present? Donate to @MichaelJFoxOrg!" Stephanie **tweeted**.





# Best Practices for #GivingTuesday

## 1 Use the Hashtag

Mark every post on Facebook and Instagram with: #givingtuesday.

- Whether you're posting a photo, a video or a simple status update, don't forget to include this hashtag
- This lets people join and follow the conversation about Giving Tuesday

## 2 Create & Share Native Video

Upload videos directly to your Page, and attach a call to action.

- When posting a video as a Page, you can include a link at the end of the video along with a text button that suggests the viewer click to view the link ("call to action")
- The link will direct People offsite, to the destination of your choice (e.g., donations site)

## 3 Do Facebook Q&As

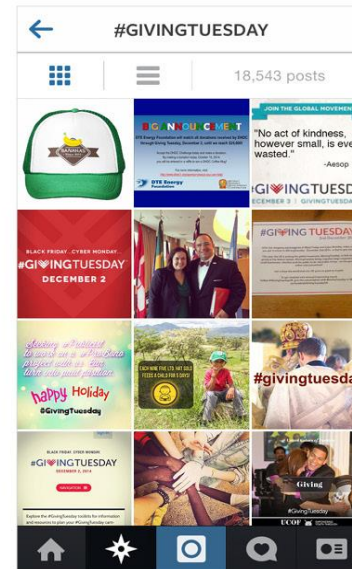
Do Facebook Q&As with public figures who support your campaign.

- Have well-known public figure host a Q&A on their Facebook page (or yours), focused around your Giving Tuesday campaign
- Utilize the Page Q&A Tool (live on all verified People Pages)
- Create a Q&A strategy tailored to your campaign and cause (e.g., weekly Q&As with different voices, group Q&As, uniquely paired voices)

## 4 Make your Ask Real

Why are you asking for donations or volunteers? Let people know the impact they can and do have by bringing life to your campaign.

- Tell personal stories (or let people tell their own)
- Share on the ground visual content (photos and videos)
- Have a two-way conversation with your audience





### 5 Make Support Easy

Create a lightweight and enjoyable social campaign for Facebook that people can easily participate in.

- If you want them to do more than join the conversation, tell them how and what they can do, concisely and clearly

### 6 Partner with Partners

Giving Tuesday is a global and unified movement to give back. Work with other organizations and people to cross promote each other's campaigns and causes.

### 7 Share Long-Form Content

Have public voices tied to your organization or cause write long-form content specifically for Giving Tuesday.

- Let them tell their story, and offer a unique perspective on yours
- Have them tag your Page so that people can easily find you on Facebook

### 8 Measure Impact

Go beyond setting and sharing a goal. Dive into your Page Insights and beyond to fully understand the impact you made on Giving Tuesday.

### 9 Connect to the Giving Tuesday Facebook App

The Giving Tuesday Pledge App for Facebook is an easy way to engage your fans and followers in a conversation about volunteering in the coming year. It allows people to find local volunteer opportunities and pledge their time.

- Install the app from All for Good to start receiving pledges and showcasing projects immediately
- Rally your fans to pledge and sign up. For more tips and best practices for promoting your cause with the app, check out the [Giving Tuesday Pledge App Marketing Guide](#)
- Monitor your pledges and share updates with your Followers

### 10 Make Supporters the Stars

Engage with those who are engaging with you.

- Thank people
- Respond to people on your Page: answer questions, ask them questions
- Highlight people throughout your campaign







**PLEDGE IT  
FORWARD** with the  
**#GIVING TUESDAY™**  
Volunteer Pledge App for Facebook

[ALLFORGOOD.org/GIVINGTUESDAY](http://ALLFORGOOD.org/GIVINGTUESDAY)

This holiday season,

**START** the  
conversation with  
volunteerism



#GIVING  
TUESDAY

POINTS  
OF LIGHT



FirstFoodBank.org  
(602) 242-FOOD

St. Mary's Food Bank Alliance  
Charity Organization



Liked Follow Share

Timeline About Photos **Volunteer** More Hootlet

## St. Mary's Food Bank Alliance

# #GIVINGTUESDAY™

**CLICK HERE TO PLEDGE!**

Keyword or area of interest from this date to this date 33143 within 25 miles Go

Filter by None selected Sort Recent Upcoming Distance Organization LAYOUT

297 Opportunities found [Reset filters](#)



Thanksgiving Luncheon



Thanksgiving Luncheon -



Photographer Needed For

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# I pledge to volunteer

200 hours by Dec 31, 2015

 Pledge with Facebook

Send me emails with opportunities to fulfill my pledge.

[No thanks](#)



A Service of Points of Light



For every  
pledge, 15  
friends will  
click back  
to your  
Facebook  
page

AT&T 4G 2:18 PM

fbladev.allforgood.org

#GIVING TUESDAY | POINTS OF LIGHT

Thanks for pledging!  
and for being a point of light

**All for Good**  
A Service of Points of Light

[Find projects now!](#)

Like Share 4

< > ↑ ↻ 📄





FirstFoodBank.org  
(602) 242-FOOD

St. Mary's Food Bank Alliance  
Charity Organization

Liked Follow Share

Timeline About Photos **Volunteer** More Hootlet

## St. Mary's Food Bank Alliance

Keyword or area of interest from this date to this date in city, state or zip code within 50 miles Go

Filter by None selected Sort Recent Upcoming Distance Organization

LAYOUT

14 Opportunities found

<< First < Previous 1 2 Next > Last >>



#GIVING  
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POINTS  
OF LIGHT

1

Go to:

[allforgood.org/givingtuesday](http://allforgood.org/givingtuesday)

#GIVING  
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POINTS  
OF LIGHT

# PLEDGE IT FORWARD with the #GIVINGTUESDAY™ Volunteer Pledge App for Facebook

With the Giving Tuesday pledge app for Facebook, you do more than help volunteers affirm their commitment to your organization--you make it easy way to take action and find opportunities to volunteer with you right away.



ADD TO YOUR  
FACEBOOK

A partnership of Giving Tuesday and All for Good, a service of Points of Light

[ALLFORGOOD.ORG/APPS](http://ALLFORGOOD.ORG/APPS)

2

Install the All for Good Volunteer app -  
**choose your Facebook page**

### Add Page Tab



Select the Facebook Pages to add All for Good Volunteer to:

Choose Facebook Pages ▾

Add Page Tab

Cancel

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# Connect your project feed to your Facebook page

Choose your organization name and provide user name and password

- **your org if you posted projects in allforgood**
- **a nearby HandsOn network volunteer center**
- **allforgood.org to get the entire feed**

# 3

## AFG FACEBOOK LISTING APP ACCOUNT SETTINGS

### Connect Your Account(s)

To display your volunteer opportunities on your facebook page, please select the organization(s) you use to post your volunteer opportunities. If you do not see the organization your partner with in the list, you can register on AllforGood.org to start promoting your volunteer opportunities.

Organizations \*

AllforGood.org

Enter the user/email and password you use when posting opportunities to AllforGood.org.

User/Email \*

alebretton@pointsoflight.org

Password \*

.....

Connect Account(s) 00

Skip

My Organization is not listed, proceed without connecting an account.

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# Promoting the App to Your Community

- 1.** Send an email with a link to the pledge app.
- 2.** Post frequent updates on Facebook and other social media with a link to the pledge app. Encourage your fans to share and attach an unselfie!
- 3.** Add “Take the Giving Tuesday volunteer pledge” to your email signature with an app link.

**Samples available at  
[www.GivingTuesday.org/Toolkits](http://www.GivingTuesday.org/Toolkits)**

**#GIVING  
TUESDAY**

**POINTS  
OF LIGHT**



# Admin Dashboard

Every partner gets a metrics dashboard.

**Request your  
pledge emails  
after Dec 5**

**at**

**AllforGood.org/GT  
partner**

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Type: Pledge and Story

## I pledge to volunteer

#GivingTuesday began three years ago as a movement to promote charitable giving during the holidays. This year, All for Good is partnering with #GivingTuesday to encourage volunteers to pledge their time in addition to giving money. Use this campaign to capture pledges to serve from your volunteers and fans.

Active

Display:  Go straight to pledge form  Show banner above search

### Quick Metrics

Amount Pledged: 60

Total Pledges: 6

Save

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POINTS  
OF LIGHT



**Get started at**

**[AllforGood.org/GivingTuesday](https://AllforGood.org/GivingTuesday)**

**Download the #GivingTuesday Volunteer  
Pledge App marketing toolkit at**

**[www.givingtuesday.org/toolkits](http://www.givingtuesday.org/toolkits)**

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**@GivingTues**