

#GIVINGTUESDAY™



CHRYSULA WINEGAR

Community Manager

#GivingTuesday

@chrysula @givingtues

BLACK FRIDAY



CYBER MONDAY

SALE!!

SHOP 'TIL YOUR MOUSE BREAKS!

#GIVINGTUESDAY™
DECEMBER 2

92Y

UNITED NATIONS
FOUNDATION



STANFORD PACS
CENTER ON PHILANTHROPY AND CIVIL SOCIETY

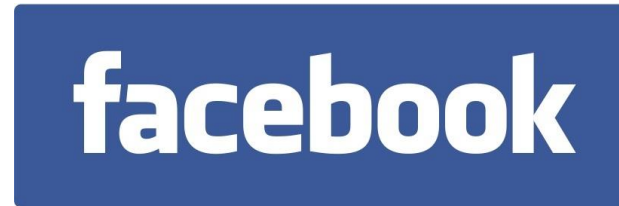


GUIDESTAR®

blackbaud®



CECP





**American
Red Cross**



DOING
THE MOST
GOOD™

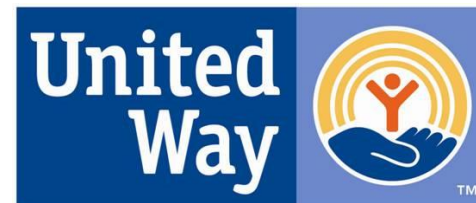


THE Orianne
Society


Indigo Snake Initiative



IRAQ AND AFGHANISTAN
VETERANS OF AMERICA

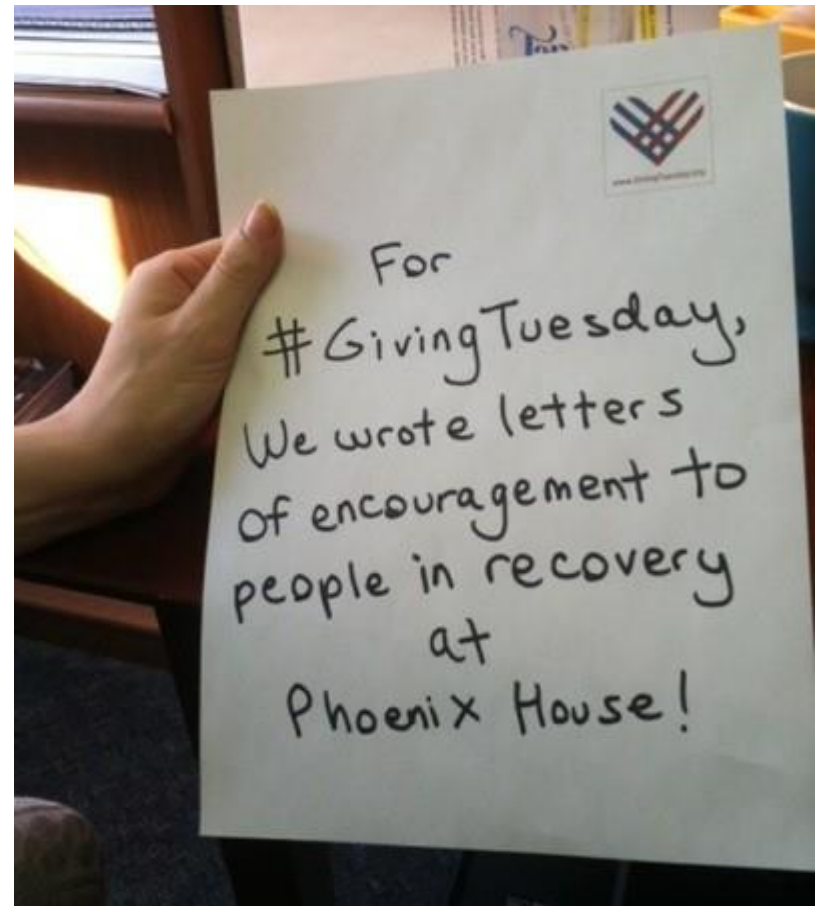


2X Double your Donation
all donations matched Nov. 27th



© Laila Bahaa-el-din

www.panthera.org/givingtuesday
#GIVINGTUESDAY





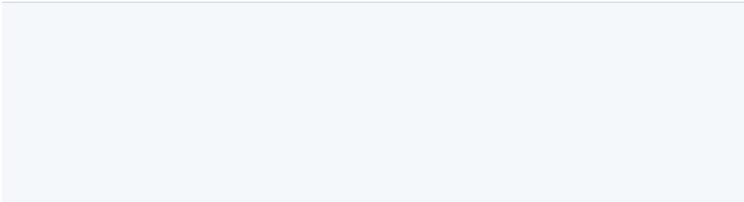
Global Ministries
@umcmmission



#GivingTuesday “More than 11,000 donors from 32 countries made 16,300 gifts to 880 Advance project for a total of more than \$6.5 million.”

4/10/14, 12:31 PM

2 RETWEETS 1 FAVORITE



Reply to Global Ministries 128



DRESS FOR SUCCESS®
WASHINGTON, D.C.

Help local women get back to work by supporting

#GivingShoesDay

December 3, 2013



I am supporting **#GivingShoesDay**
by collecting shoes for Dress For Success Washington,
D.C. to help the women of our city get back to work!

#GivingShoesDay is in support of **#GivingTuesday**,
a national day of giving that celebrates and encourages
charitable activities that support nonprofit organizations.

A box is placed on the landing outside of Arbor Education and
Training 301 Q St. NE 2nd Floor Washington, DC 20002.

Gently worn, in season shoes will be collected
this Tuesday, December 3! I hope you will join me in supporting this
great cause!

A LITTLE GOES A LONG WAY

**B. MORE
GIVES
MORE**
#GIVINGTUESDAY™

\$300
Provides 75 students with classroom instruments.



\$50
Provides a suit with a suit for job interviewers.

\$5
Plants a tree in Baltimore's city.

Pays for a web site to aid from cancer treatment.

\$15
Provides Thanksgiving dinner for a family of 4.

\$10
Provides a child with a portion of vegetable or fruit.

Pays 1,200 dollars to restore the health of the Chesapeake.

\$150
Supplies new beds for homeless veterans.

\$60
Sponsors a child in a summer reading program.

\$25
Feeds 2 abandoned cats or dogs for 7 days.

\$500 Provides hot lunch for 500 people.

LET'S RAISE

\$5,000,000

Imagine how many organizations we can help if we reach our goal of raising \$5 million on #GivingTuesday, December 3rd. Make a donation of any amount to the cause that means the most to you and help Baltimore become the most giving city this year!

PLEDGE NOW > BmoreGivesMore.com

#GivingTuesday is a registered mark. © 2013.

POWERED BY GIVECORPS



#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

11/27/12 9:07 PM

89 RETWEETS 14 FAVORITES

#GIVINGTUESDAY™

19 days and counting
December 3, 2013

[Join #GivingTuesday](#)

[ABOUT ^](#) • [GET INVOLVED](#) • [PARTNERS](#) • [IDEAS AND RESOURCES ^](#) • [GLOBAL](#)



Why We Give

By Bill & Melinda Gates

Thanks for taking a break from your holiday shopping to take a look at #GivingTuesday.

Everyone has their own reasons for giving back. For us, it's simply about making the world a more fair and equitable place. We know we were very lucky to grow up where we did, when we did. We believe everyone deserves the chance to live a healthy, productive life. Those are the values we learned from our families, and they're why we started our foundation.

In our work, we come across a lot of great organizations doing inspiring work in the U.S. and around the world. In fact, as we talked about #GivingTuesday, the hardest question we faced was, "Which groups should we highlight?" After a lot of discussion about all the great choices out there, we picked four.

When our children have a little extra money saved up and want to make a donation, they often turn to Heifer International and WorldVision. Through Heifer, you can donate an animal to a community in need—a gift that can benefit the recipients for years afterward. Through WorldVision and Save the Children, you can change a child's life by helping provide food, health care, education and more. And Donors Choose lets you help teachers meet their classrooms' needs, enabling projects that might not happen otherwise.

Whoever you support, and however much you give, thank you for participating in #GivingTuesday. It's a great way to help create the better world we all want. We wish you a happy holiday season.

Bill & Melinda



DonorsChoose.org is an online



Heifer International empowers



Save the Children gives children in



World Vision is dedicated to



JOIN THE GLOBAL MOVEMENT

#un·sel·fie

noun [uhn-sell-fee]

1. A show of support for Giving Tuesday. Take a pic, tag it **#unselfie** and **#givingtuesday**, and upload to your Instagram, Twitter, or Facebook from now till December 4.

#GI  ING TUESDAY

GIVINGTUESDAY.ORG



**The Michael J. Fox Foundation for
Parkinson's Research**

December 3, 2013

""We love Grandpop" and support @MichaelJFoxOrg!
#unselfie #GivingTuesday *via my sis+hubby" Via
@KMSieminski on Twitter.

Like · Comment · Share

 Dil Shergill likes this.



Write a comment...



People You May Know

[See All](#)



Heidi Lelle

3 mutual friends

 Add Friend

#GIVING TUESDAY™

40+

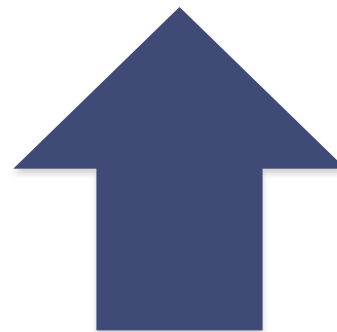
Countries had active #GIVINGTUESDAY efforts in 2013

10,000+

Charities, nonprofits, corporations, community groups and government agencies participating in #GIVINGTUESDAY

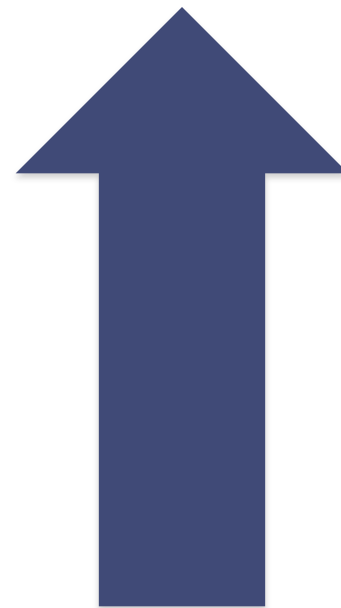
3BILLION+

Total global impressions in traditional and social media



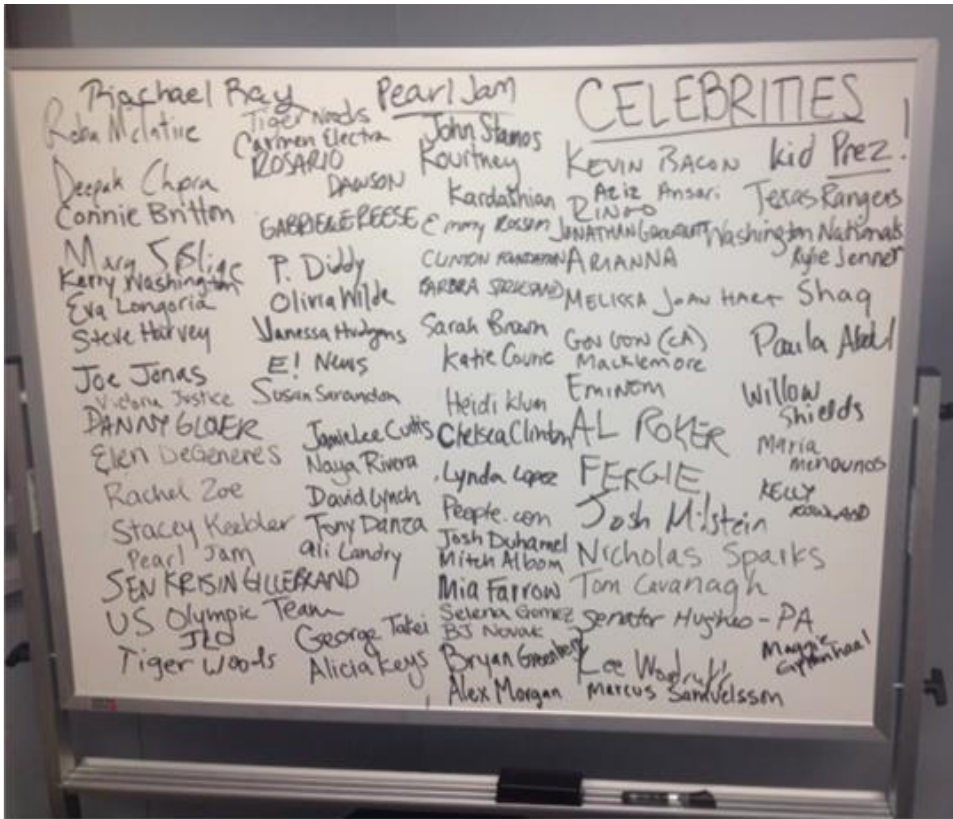
40%

Year-over-year increase in the dollar value of the average donation



270%

Online donation volume on Tuesday after Thanksgiving since 2011



Ellen DeGeneres ✓

@TheEllenShow



Follow

This #GivingTuesday, I'm supporting a great organization, the @AmericanCancer Society. You can, too. ellen.tv/1avKe1L

← Reply ↻ Retweet ★ Favorite ⋮ More

68

RETWEETS

107

FAVORITES



12:49 PM - 3 Dec 13



Barbra Streisand ✓

@BarbraStreisand



Follow

Celebrate, be thankful, join the new tradition: Consider donating to Philippines relief efforts or your favorite charity on #GivingTuesday

← Reply ↻ Retweeted ★ Favorite ⋮ More

14

RETWEETS

10

FAVORITES



8:31 AM - 3 Dec 13

BLACK FRIDAY. CYBER MONDAY.

[Sign In](#)

#GIVINGTUESDAY
DECEMBER 2, 2014

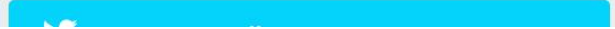
NEWS

TOOLS

JOIN

GLOBAL

Click [here](#) to watch our video and learn more about how the movement has become a reality.





#GIVINGTUESDAY Social Media Ambassadors Tool Kit

GivingTuesday.org

Brought to you by:



Save the Date:
December 3, 2013



#GIVINGTUESDAY™

COMMUNICATIONS TOOLKIT

Thanks for being a part of #GivingTuesday!

#GivingTuesday inspires personal philanthropy and encourages bigger, better and smarter charitable giving during the holiday season, showing that the world truly gives as good as it gets. The second annual #GivingTuesday will take place on **December 3, 2013**.

Where did the idea come from? The retail industry has long benefited from seasonal shopping that symbolically kicks off with “Black Friday” – a day that has since inspired “Small Business Saturday” and “Cyber Monday.” #GivingTuesday, then, serves as a celebratory, fully connected day to kick off the giving season, when many make their holiday and end-of-year charitable gifts.

#GivingTuesday brings together diverse networks of people, large corporations, small businesses and nonprofits across an ever-expanding range of new media platforms to encourage and amplify small acts of kindness in the service of changing our world for the better.

#GivingTuesday is not a new giving platform, but a call to action to celebrate giving and encourage more, better and smarter giving during the Holiday Season. It’s an organizing principle to encourage the creativity and energy of people all over the world to work together for good.

The success of #GivingTuesday depends on the collective efforts of a unique group of partners and their participation. **You are the most important part of making this movement a reality.** We have put together this toolkit for you in order to provide you with all the resources you may need in order to help make this the biggest season of giving yet!

In this toolkit, you will find:

- #Giving Tuesday Mega Messages
- #GivingTuesday Fact Sheet
- A list of #GivingTuesday Founding partners from 2012
- #GivingTuesday FAQ
- Social media guide with sample tweets and Facebook status updates
- Sample outreach email
- Partner questionnaire
- Sample #GivingTuesday action plan ideas
- Communications timeline
- Press Release Template

We hope these materials will help you and your voice embrace #GivingTuesday in a way that is most meaningful to your organization. Together, we are a powerful community.

We look forward to working with you!

-- The #GivingTuesday Team



How we give back as a family

Jeannette Kaplun

@jeannettekaplun

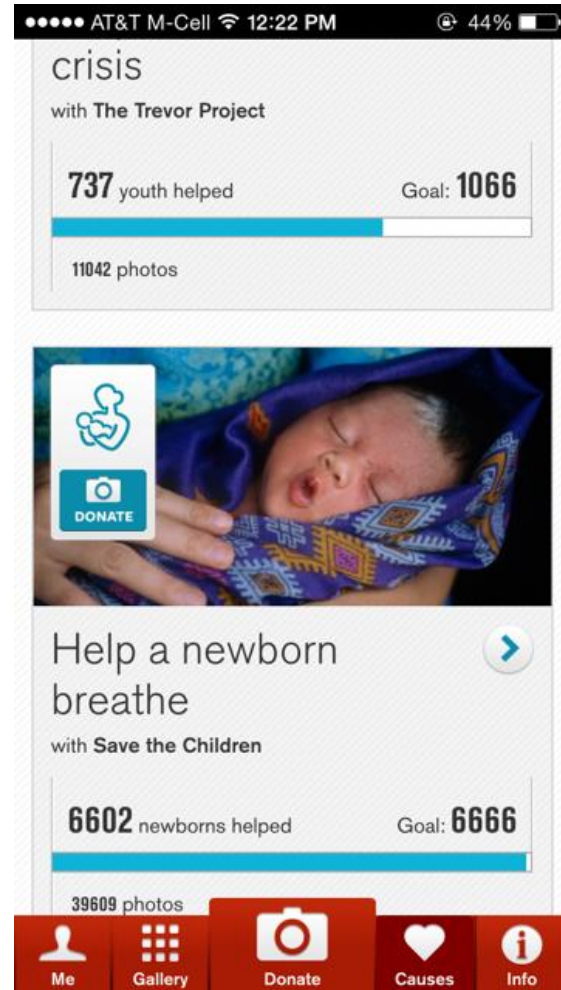
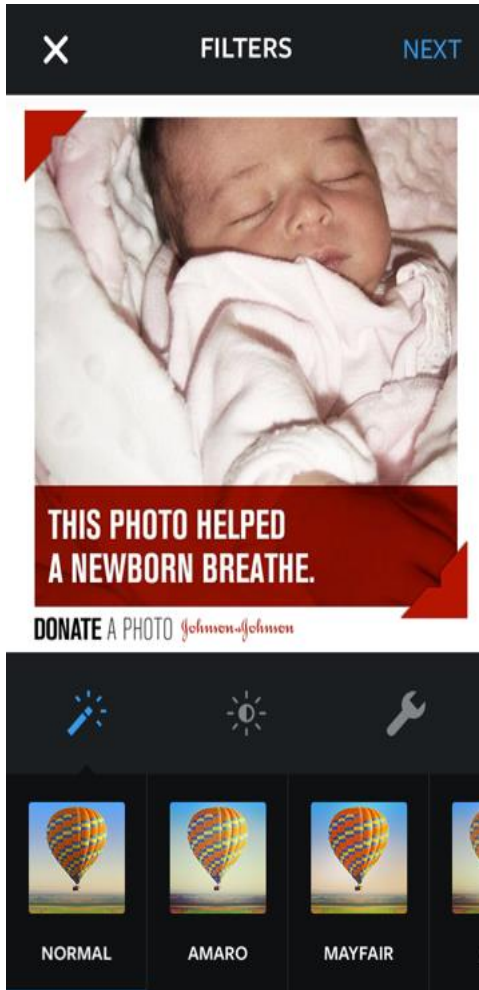
Toy Drives



Volunteering



Using technology



By caring for others



Sharing stories



Look, feel and do your best

[home](#) / [about us](#) / [beauty & fashion](#) / [family](#) / [tech](#) / [jeannette's blog](#) / [travel](#) / [food](#) / [be inspired](#) / [events](#) / [videos](#)

HISPANA GLOBAL ON THE WEB!



SIGN UP FOR OUR NEWSLETTER!

Email address:

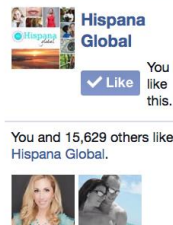
Your email address

Sign up

Search

I'm looking for...

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Browse: [Home](#) / 28 days of Impact: 2 moms, pneumonia and vaccines



28 DAYS OF IMPACT: 2 MOMS, PNEUMONIA AND VACCINES

February 8, 2013 · by Jeannette Kaplun · in [Get inspired](#) · [Edit](#)



SUBSCRIBE ON YouTube



What can I possibly have in common with a woman in Congo? More than what you might think. We both know what it's like to see your daughter fight

ABOUT ME



Jeannette Kaplun is an award-winning journalist, author, TV host, spokesperson, public speaker and Latina blogger.

What she loves the most, however, is being a mom to her 2 kids. Although she travels frequently, she lives in Miami. She has worked with brands such as Target, Pull-Ups, Skype, Sony, P&G, Walmart, and Walgreens. She founded Hispana Global in 2012. Previously she founded Todobebé and hosted a tech show for the Discovery Channel Latin America. Email Jeannette at info@hispanaglobal.com.



TOP POSTS

- o Dulce de Leche Cornbread Bread Pudding Recipe (and Giveaway!)
- o Hispana Global - bilingual blog, beauty, family, travel, food & tech tips
- o 12 free printable Guardians of the Galaxy coloring sheets
- o 6 makeup tips to look your best on HD TV and video



Ilina Ewen

@ilinaP

Donate money, time, and advocacy efforts.

Kids can raise money through things like a lemonade stand or donate $\frac{1}{3}$ of their piggy bank on their birthday (our family tradition).

Find volunteer activities kids and families can do together (like pack food at the food bank or Stop Hunger Now)

Children have poignant messages for members of Congress or letters to the editor. Exercise your right to contact elected representatives.

Focus on small acts of kindness.

Donate an amount that equals something tangible (Example: \$20 provides weekend meals for a child in need.).

Choose causes based on what interests the child.

Local - What can you do in your school or community?

Region - What are needs in your county or state?

Nation - What are national issues that you might not see and experience but have read about and want to support?

Global - What are children experiencing around the world? How are their needs and experiences the same and different from your own?

Cecilia Rawlins
FUND



SAFE *child*

Building Strong Families

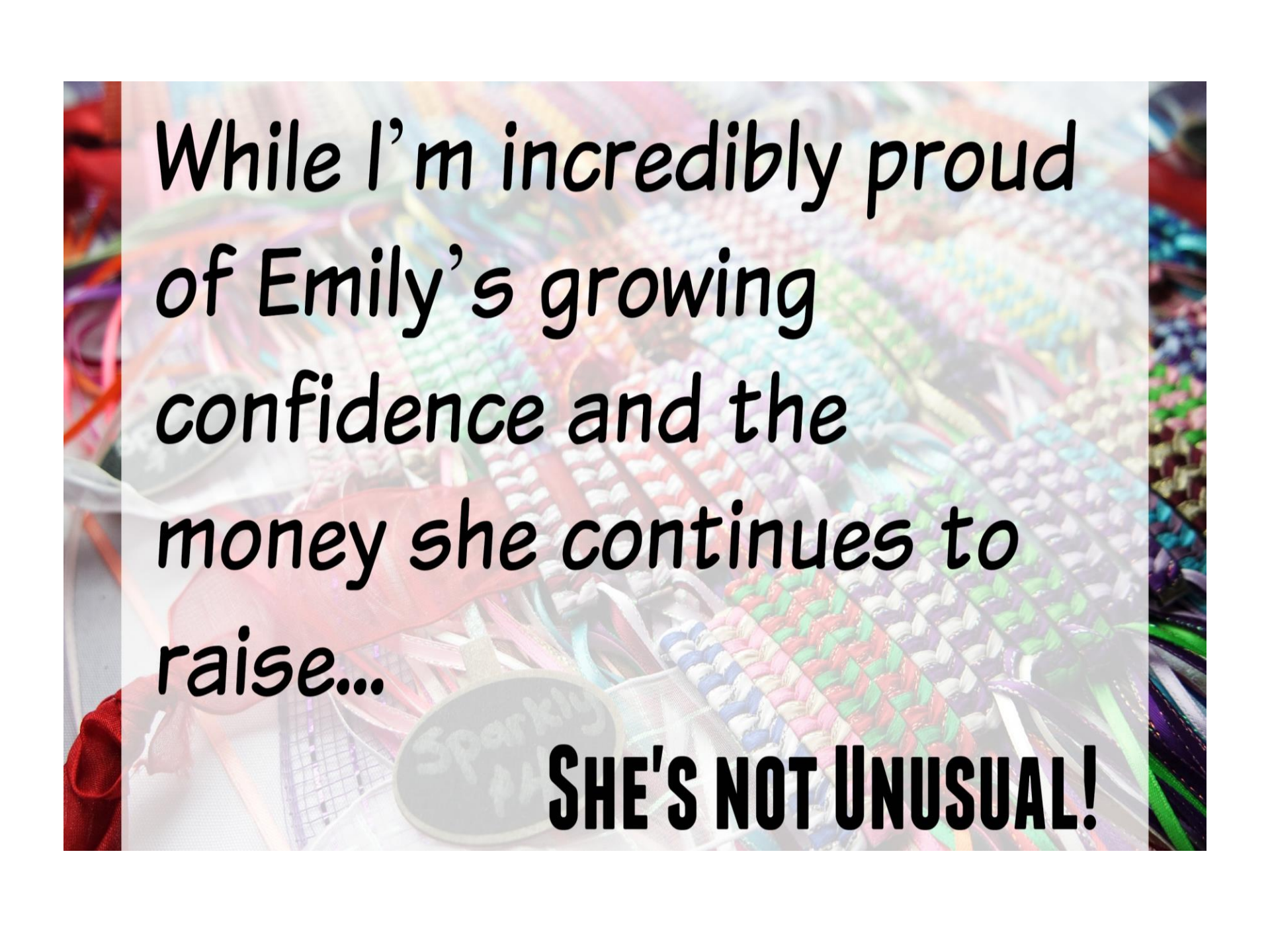
shot
@life



Leticia Barr
TechSavvyMama.com








While I'm incredibly proud
of Emily's growing
confidence and the
money she continues to
raise...

SHE'S NOT UNUSUAL!



Five things that have
contributed to her being
a passionate advocate
for her first cause



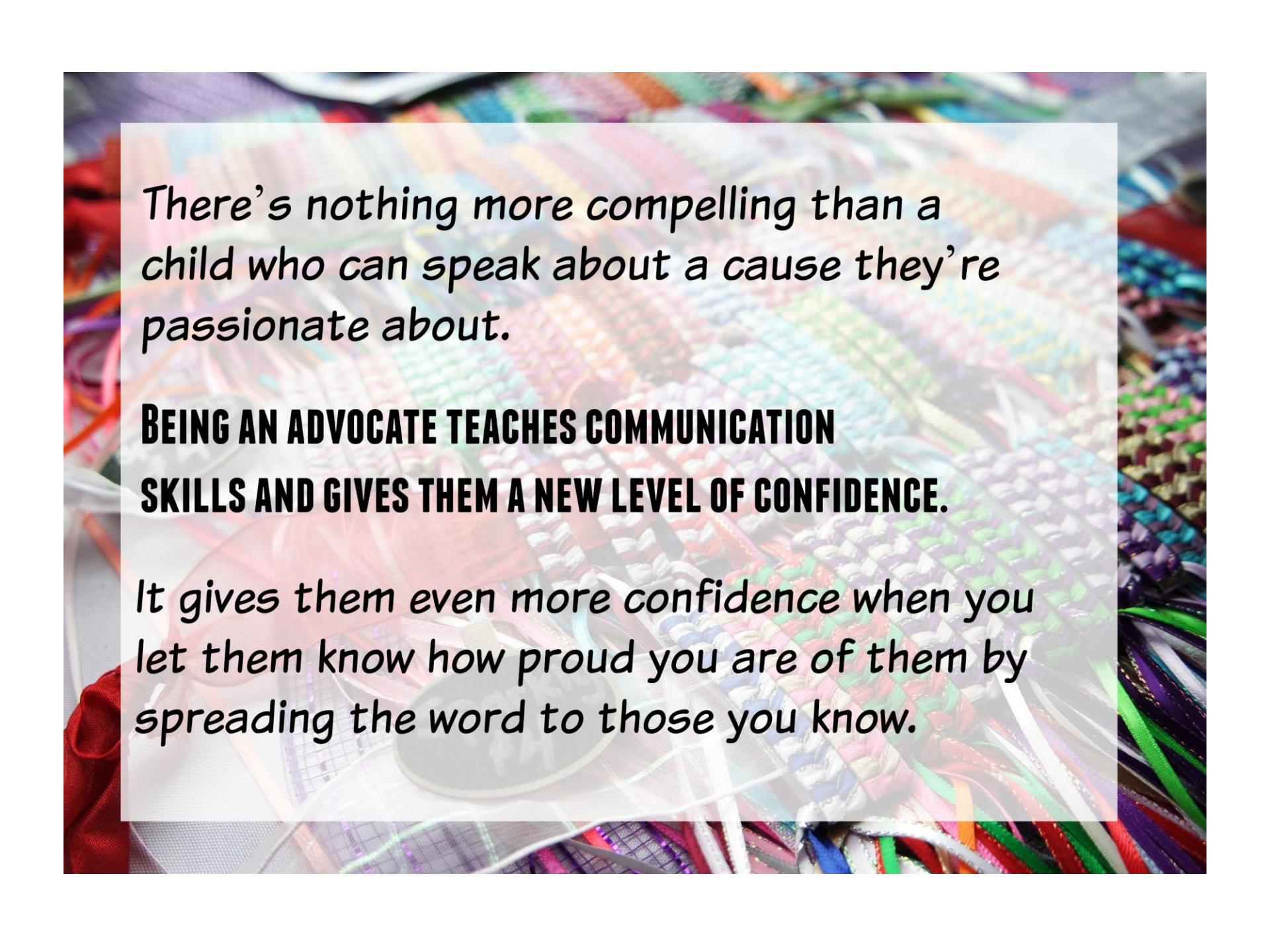
1. Having a conversation

2. Providing inspiration

3. Letting the idea come from her

4. Asking how I could help

5. Spreading the word



There's nothing more compelling than a child who can speak about a cause they're passionate about.

BEING AN ADVOCATE TEACHES COMMUNICATION SKILLS AND GIVES THEM A NEW LEVEL OF CONFIDENCE.

It gives them even more confidence when you let them know how proud you are of them by spreading the word to those you know.



Fun Service Projects for Kids

[@pebbletossers](https://twitter.com/pebbletossers)
Pebbletossers.com

Parents, schools, civic and faith-based groups often lack volunteer resources.

A Quaker Youth Volunteerism Report found that parents want their children to volunteer however they:

Are not aware of volunteer

programs for kids (69%);

Do not have enough time (44%);

Do not know how (45%)



Pebble Tossers makes volunteering fun & meaningful for kids

- Kids want to make a difference
- Kids are more willing to do something they're interested in



Pebble Tossers makes volunteering easy for busy parents

- Parents want to instill values of service
- Parents need a convenient, easy way to schedule service



Family volunteering provides quality experiences:

Serving others and giving back to the community;

Having intentional

family time to engage each family member in the planning process and then in reflecting on their individual service experiences.



Just Do It: Model service for your kids





EAT.
SLEEP.

GIVE.

#GIVINGTUESDAY

DECEMBER 2, 2014

#GivingTuesday
#UNselfie

@givingtues

givingtuesday.org