

#GI  ING TUESDAY™

FOR EDUCATION

TOOLKIT



About Livingtree

Livingtree “Give” (Formerly Edbacker) is an answer to a pressing problem facing our nation’s schools: the educational funding gap. The Livingtree Give Platform gives you incredible tools for fundraising, donor management, communications, signups and payments all under one roof.

Founded by experienced education tech entrepreneurs, Livingtree Give is the first online platform specifically designed to address the pain points of public education fundraising – from every side of the equation. By seamlessly connecting parent organizations, districts and corporate donors, Livingtree helps maximize funding while ensuring equity, transparency and recognition for districts and corporate giving partners. Since launching, Livingtree has helped to raise millions of dollars for students across the United States. For more information about Livingtree, visit <http://livingtree.com>.

Why the Tool Kit?

#GivingTuesday started off as an idea in 2012 and has turned into the largest single day of philanthropy in the world. Education represents the second largest category of giving on that day. As a result, Livingtree, PayPal, and 92Y teamed up to create a tool kit specific to Education. After looking at the resources available for #GivingTuesday we noticed there was a gap in resources just for schools. The three organizations came together to create the Education Tool Kit to make it easy to get engaged in the largest single day of giving and get your education projects funded.

For more information on our incredible partners please visit PayPal at www.paypal.com/education and 92Y at www.givingtuesday.org.

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I. Social Media Tips

Social media is key to making sure that the #GivingTuesday message grows and reaches new audiences beyond your parent community. It's also one of the best ways to celebrate giving and to share your fundraising story, mission, and values. Remember to use the hashtag #GivingTuesday on social media when talking about your campaign. We want to hear your story and for your followers and network to join the conversation. You can also tag the official handle @GivingTues on Facebook, Instagram or Snapchat for a boost in impressions via a retweet or sharing your messages. Please refer to our Social Media Toolkit for more tips and ideas for social media.

Some sample messages include:



"We're kicking-off the giving season with #GivingTuesday. Join us by supporting our school. @GivingTues [URL]"



"Support our school this #GivingTuesday! Make a donation and join the worldwide movement redefining the giving spirit this holiday season! [URL]"



"Join our school in celebrating #GivingTuesday! Post an #UNselfie, a photo of yourself giving back, or create a short video about why you give. Remember to use the hashtag #GivingTuesday and visit www.givingtuesday.org to learn more about the movement. And please consider making a donation to our school. See link in bio to give easily with PayPal."

- Be sure to post the link to your donation page in the bio of your Instagram profile. Instagram does not allow active links in their comments section of posts.



Post a blog sharing how your school serves the community and the impact that will be possible if supporters make donations on #GivingTuesday. And be sure to include a link to your donation page and encourage readers to make a gift.

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II. Sample Outreach Emails

The following email offers ideas and language you can use as part of your outreach for #GivingTuesday. This can be sent to parents, alumni, past donors, and other community partners to get them involved in your campaign. Feel free to copy, paste, or adjust as you see fit for your organization.

To Parents:

Dear _____,

This year, [ORGANIZATION NAME] is participating in #GivingTuesday, a global day dedicated to giving. Last year, more than 45,000 organizations in 71 countries came together to celebrate #GivingTuesday. Since its founding in 2012, #GivingTuesday has inspired giving around the world, resulting in greater donations, volunteer hours, and activities that bring about real change in communities.

[ORGANIZATION NAME] asks that you take some time with your family on #GivingTuesday to look at the needs posted on our school's community page ([INSERT LINK TO LIVINGTREE GIVE COMMUNITY PORTAL](#)). Promote generosity with your kids by looking for projects that speak to your passion and interests and make a donation. You can also help by spreading the word on your social channels using the hashtag #GivingTuesday.

Thanks,

[NAME]

[ORGANIZATION NAME]

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To Alumni:

Dear _____,

This year, on Tuesday November 27, 2018, [ORGANIZATION NAME] is participating in #GivingTuesday, a global day dedicated to giving. Last year, more than 60,000 organizations in 71 countries came together to celebrate #GivingTuesday. Since its founding in 2012, #GivingTuesday has inspired giving around the world, resulting in greater donations, volunteer hours, and activities that bring about real change in communities.

[ORGANIZATION NAME] is proud of our alumni and wish to stay connected. We are excited to join in on #GivingTuesday to highlight the innovative projects we want to offer our students that will energize their learning and bring excitement to their classrooms. Click here to see our highlighted projects ([INSERT LINK TO LIVINGTREE COMMUNITY PORTAL](#)). Please consider making a donation on #GivingTuesday, no matter how small every little bit helps. Also, help spread the word through your social channels using the hashtag #GivingTuesday.

Thanks,

[NAME]

[ORGANIZATION NAME]

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To Past Donors and Business Partners:

Dear _____,

This year, on Tuesday, November 27, 2018, [ORGANIZATION NAME] is participating in #GivingTuesday, a global day dedicated to giving. Last year, more than 45,000 organizations in 150 countries came together to celebrate #GivingTuesday. Since its founding in 2012, #GivingTuesday has inspired giving around the world, resulting in greater donations, volunteer hours, and activities that bring about real change in communities.

[ORGANIZATION NAME] values your support of our school, students, parents and community. We are excited to join in on #GivingTuesday to highlight the innovative projects we want to offer our students that will energize their learning and bring excitement to their classrooms and hope we can count on you to find a project or need you can support. Click here to see our highlighted projects [\(INSERT LINK TO LIVINGTREE GIVE COMMUNITY PORTAL\)](#) Please consider making a donation on #GivingTuesday, no matter how small every little bit helps. Also, help spread the word with your work colleagues, and through social channels using the hashtag #GivingTuesday.

Thanks,

[NAME]

[ORGANIZATION NAME]

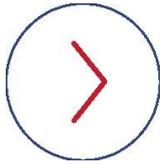
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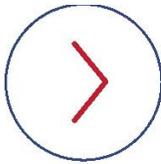


III. Mega Messages

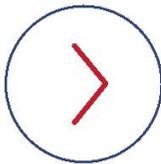
Use these mega messages when talking to press, your staff, parents, alumni, community leaders, donors, or volunteers, and become a spokesperson for the wider #GivingTuesday movement:



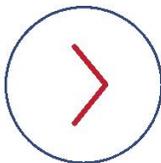
#GivingTuesday is a special call to action to create a global day of giving that brings communities around the world together to give back.



#GivingTuesday celebrates generosity by providing people everywhere with an opportunity to give more, give smarter, and give great.



#GivingTuesday unifies communities and individuals to show that the world gives as good as it gets.



You don't have to be a world leader or a billionaire to give back. #GivingTuesday is about ordinary people coming together doing extraordinary things.

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IV. Ideas to Get Involved

Below are some examples of ways your school can activate on #GivingTuesday. Remember to check our website for the latest ideas, trends and tips to launch your #GivingTuesday initiative!

Raise Funds:

- Create a fundraising campaign on Livingtree and leverage #GivingTuesday. Experiment with creative approaches to expand your donor base to include alumni, local business, parents and their workplace giving.
- Launch a fundraising campaign on #GivingTuesday to increase donations through the end of the year, driving donors to your Livingtree campaign page.
- Partner with a donor or sponsor to host a matching grant challenge for #GivingTuesday. This could be a 24-hour challenge, it could lead up to #GivingTuesday, or could launch on #GivingTuesday and run through December 31, 2018.

Volunteer

- Create a volunteer project on Livingtree. Ask for volunteers to contribute time and talents for a project that just has to have the help of volunteers. Dig a garden, paint lines on a sports field, move heavy boxes. Every school has a project that would benefit from some helping hands.
- Create an event on Livingtree. Organize a donation drive for people to donate goods, clothing, and other items for your school's families and students in need. Would your students and their families benefit from a winter coat drive, holiday toy or book drive? It is the giving season and this is your opportunity to ask for support.

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Collaborate:

- Partner with local organizations and businesses to give a donation (money, goods, or services) to your campaigns on Livingtree. In 2017, over 100 cities and states led their own #GivingTuesday movements to benefit local nonprofits.
- Make this a big press moment and bring the community together to celebrate generosity.

Get Social:

- Activate your school districts' social media constituency (or open a new social media account) to talk about giving.
- Celebrate school heroes and service leaders on social media and with your local press.
- Email your community to educate them about #GivingTuesday and invite them to give.
- Share photos from past campaigns or volunteer events to teach your followers about how you serve the community. Remember to use the hashtag #GivingTuesday!
- Create a #GivingTuesday video with students and staff. Share on YouTube, Facebook, and social media using the hashtag #GivingTuesday.

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