



#GivingTuesday

11.29.2016



Facebook and the Bill & Melinda Gates Foundation are partnering with [#GivingTuesday](#) on [#MyGivingStory](#), a national campaign that invites people to share the story of why they give.

Two Ways Your Nonprofit Benefits:

- 1 - Matching grants on Facebook fundraisers
- 2 - A chance to win up to \$10,000 with [#MyGivingStory](#)



#GIVING
TUESDAY



BILL & MELINDA
GATES foundation



On **#GivingTuesday** (November 29th, 2016), Facebook and the Bill & Melinda Gates Foundation will contribute up to \$1 million to Facebook fundraisers. The Bill & Melinda Gates Foundation will provide \$500,000 in matching funds, up to \$1,000 per Facebook fundraiser, and Facebook will waive up to \$500,000 of fees on all donations. Use the messages below to spread the word.



FACEBOOK MESSAGES

INITIAL This #GivingTuesday Facebook and the Bill & Melinda Gates Foundation will contribute up to \$1 million to Facebook fundraisers. This could mean up to \$1,000 per Facebook fundraiser. Help us today. Create a fundraiser for **<insert your nonprofits' Facebook url: www.facebook.com/<YOURNONPROFIT>/fundraisers/>**

FOLLOW-UP Less than **<x>** days until #GivingTuesday. On November 29, Facebook and the Bill & Melinda Gates Foundation will contribute up to \$1million to Facebook fundraisers. This could mean up to \$1,000 matched. Help us. Create a fundraiser for **<insert your nonprofits' Facebook url: www.facebook.com/<YOURNONPROFIT>/fundraisers/>**





EMAIL TEMPLATE

Subject: #GivingTuesday: Up to \$1k in Matching

Dear <Insert name>,

We have some exciting news! We just learned that in honor of #GivingTuesday, Facebook and the Bill & Melinda Gates Foundation will contribute up to \$1 million to Facebook fundraisers. The Bill & Melinda Gates Foundation will provide \$500,000 in matching funds, up to \$1,000 per Facebook fundraiser, and Facebook will waive up to \$500,000 of fees on all donations.

How can you help?

As a supporter of [your org], we'd be honored if you would take this opportunity to reflect upon your commitment to our work by creating a Facebook fundraiser. Your fundraiser could help fund up to \$1,000 toward our cause. Creating a fundraiser is easy.

Here's how to create a fundraiser:

- Go to <https://www.facebook.com/<YOUR NONPROFIT>/fundraisers/>
- Click "Create Fundraiser"
- Select from one of three cover photos (or create your own)
- Add a title, tell your story, add an end date and a goal
- Be sure to include #GivingTuesday in your description, then click Create
- From there you can invite friends, share on your News Feed or send a message
- For inspiration, check out current fundraisers on our page at:
<https://www.facebook.com/<YOUR NONPROFIT>/fundraisers/>

How we're supporting #GivingTuesday

Here's a little more on what we're doing this #GivingTuesday and how you can help in other ways.
[Insert information about your organization]

Thank you for your support of [your org]. We are really excited about #GivingTuesday, and hope you will participate in all our year-end activities!

Best regards,

[Your name]



Your supporters can also enter the [#MyGivingStory contest](#) for a chance to win up to \$10,000 for your organization. To participate, starting November 17, supporters share why they support your organization with their friends and family on Facebook. Submissions and voting will be open until December 31, 2016 at 5pm ET. Use the messages below to spread the word.



FACEBOOK MESSAGES

Check out #GivingTuesday's storytelling contest, #MyGivingStory! Share your story about what inspires you to give to **[your org]**. Winners chosen organizations will be awarded \$2,500 - 10,000 in grants <http://bit.ly/2fM4SJp>

OR

Less than **<X days>** until #GivingTuesday! This November we're encouraging everyone to reflect upon why they give. Submit your personal giving story on [#MyGivingStory \(http://bit.ly/2fM4SJp\)](http://bit.ly/2fM4SJp). Share what inspires you to give to **[your organization]** and we could both win this #GivingTuesday.





EMAIL TEMPLATE

Subject: #GivingTuesday Contest: Up to ten thousand dollars

Dear <Insert name>,

This November, the #GivingTuesday movement is running #MyGivingStory, a national campaign that invites people to share stories with their friends and family of why they give. They are asking individuals across the country to share their personal reasons for giving, and then share those stories with their communities.

As a supporter of [your org], we'd be honored if you would take this opportunity to reflect upon your commitment to our work. If your essay is selected, we could be one of the recipients to receive a grant.

How to Enter #MyGivingStory

- The call for submissions will open on November 17th, 2016 at 10am.
- On the #MyGivingStory tab of #GivingTuesday's Facebook Page, (<http://bit.ly/2fM4SJP>) post a short essay (150 word minimum) responding to the question, "What inspires you to give?"
- Share your giving story!
- The essays need to be specific to our organization and link to our site: [insert your url]. Submissions will be open until December 31st, 2016 at 5pm ET.
- Share and promote your submission on social media with #MyGivingStory and #GivingTuesday.

The top 20 essays "liked" by Facebook readers will be sent to a distinguished panel of judges. These judges will pick six winners and honorable mentions for best use of original video and best Spanish language story. The winners' associated nonprofit organizations will receive grants for \$2,500-10,000. Winners will be announced on in mid-January, 2017.

We'd also like to take this opportunity to share what we have in the works for #GivingTuesday. We are planning... [Insert what you are planning]

Thank you for your support of [your org]. We are really excited about #MyGivingStory and #GivingTuesday, and hope you will participate in all our year-end activities!

Best regards,

[Your name]

