



#GIVINGTUESDAYINDIA

OCTOBER 2, 2018

COMMUNICATIONS TOOLKIT

OVERVIEW:

Welcome to #GivingTuesdayIndia! Here's a quick overview of what all the fuss is about:

- #GivingTuesday is a **global movement** officially celebrated in 42 countries, with people from over 150 nations participating.
- There is NO restriction to giving! **Everyone is welcome to participate.** Whether you are an individual or part of a group (school, institution, non-profit, corporate etc.) – anybody, anywhere can get involved.
- #GivingTuesdayIndia is celebrated on the Tuesday of #DaanUtsav (2 – 8 Oct), India's very own week-long festival of giving. In 2018, it falls on **October 2** – which also happens to be Gandhi Jayanti.
- Giving doesn't have to happen all on one day! You can kick off your campaign before #GivingTuesdayIndia, or choose to launch it on October 2 and let it continue.
- The movement is fuelled by the **power of social media and collaboration**, with the aim of encouraging charitable giving, and raising both funds and awareness for important causes. So remember to SHARE your giving using the hashtags **#GivingTuesdayIndia** and **#DaanUtsav**.
- We do not process any donations on this portal. If you are fundraising, you can give through the campaigns and/or to the NGOs listed on the site.

We encourage you to use the resources compiled together in this toolkit to strengthen your campaign. If you have any specific enquiries, you can also reach out to us any time at givingtuesdayindia@gmail.com.

RESOURCES:

- Ideas to get started
- Social media tips
- Sample outreach email
- Sample press release



IDEAS TO GET STARTED:

Whether you are an individual, an NGO, a corporate - or any other group, #GivingTuesdayIndia is a great day to collaborate and experiment. We encourage you to be as creative as possible with your fundraising ideas! Here are a few to get you started:



A WISH FULFILLING TREE (FOR NGOs): This is a good way to fundraise both online or on the ground. Post a wish list of gifts you want to buy for your beneficiaries - or even non-material things they may need, such as school fees - and get your donors to sponsor them. You can tie up with an intermediary to help you raise funds online, and a store/corporate office where you can set up a physical wish tree.



REACH OUT (FOR COLLABORATORS):

Reach out to your NGO partners and design campaigns specifically for #GivingTuesdayIndia. Once the campaigns are ready, use your resources to successfully help them raise funds.



PLEDGE MATCHING GRANTS (FOR CORPORATES):

Put aside a chunk of your CSR funds to match the amount raised by a campaign of your choice.



SAVE EVERY TUESDAY (FOR INDIVIDUALS):

Put aside a little money every Tuesday - or even every day of the week - to help you give a substantial amount come #GivingTuesdayIndia. Check out our #MyTuesdayPromise campaign for inspiration!

SOCIAL MEDIA TIPS:

Social media is a key part of #GivingTuesdayIndia communications, and is vital to ensuring the success of your campaign. It's the most effective way to engage your friends, donors and other communities, and to alert them of your plans for #GivingTuesdayIndia. It also inspires others to start their own campaigns. So remember to share!

Don't forget to use the hashtags **#GivingTuesdayIndia** and **#DaanUtsav** to add to the broader conversation. We are also happy to help spread awareness for your campaigns. All you need to do is tag us in your posts.

Find us:

 @givingtuesdayindia

 @givingtuesdayin

 @givingtuesdayindia

And for the latest news and updates, be sure to **follow us!**

One of the key components of #GivingTuesday as a global movement is that it's co-owned by those who participate. We have prepared a **social media toolkit** that you can download, which includes graphics optimised for different platforms, as well as our logos. You're welcome to use our graphics, or design your own!

Here are some useful tools that our team uses that can help you promote your campaign:

- **Canva:** to help you design graphics, presentations, brochures etc. Easy to use and free!
- **Pixabay:** for free stock images
- **Buffer:** to help you schedule posts for all your social media profiles from one place
- **VideoShow:** create videos and slideshows with this easy to use app
- **Regrann:** the best app to use for reposting content on Instagram

If you use different tools to these that you think we should know about - don't hesitate to tell us!

If you'd like to get involved in our social media campaigns, or for more ideas on what you can do, **download our social media toolkit.**

SAMPLE OUTREACH EMAIL: (for NGOs, collaborators & corporates)

This is a sample email to help your organisation reach out to your donors, clients and customers. Feel free to copy and/or adjust as you see fit for your organisation. In the previous section we mentioned a graphics toolkit. This also includes an image that can be used either as an email header or a signature. MailChimp is an excellent tool to help you design your email and send to multiple recipients.

TIPS FOR MAILCHIMP USERS:

- Always use a banner image (see graphics toolkit) to make your email more attractive
- Make sure to hyperlink any images to your campaign/website.
- Keep the language simple, and the email as short as possible
- Always include a call-to-action button, for example: Donate Now, and hyperlink it to your campaign.
- Make sure to have links to your social media pages, and your full registered address in the footer section.
- Choose an appropriate time to send out your email. For instance, it is not very wise to send them out late at night or in the early hours of the morning. Weekdays between 10 am and noon are generally safe times to press send.

See below for sample email

Email subject: #GIVINGTUESDAYINDIA: We're celebrating!



Dear _____,

#GivingTuesday is a global movement dedicated to giving, officially celebrated in 42 countries, with people from over 150 nations participating. Last year, an astounding \$300 million was raised in the US alone in just one day of giving. #GivingTuesdayIndia is celebrated on the Tuesday of #DaanUtsav (2 - 8 Oct), our very own week-long festival of giving, and powered by **GuideStar India** - India's most reliable NGO information repository with over 8500 NGOs.

In 2018, #GivingTuesdayIndia will be celebrated on October 2 - which also happens to be Gandhi Jayanti.

The aim of this movement is to encourage charitable giving, and raise both funds and awareness for important causes. Individuals, families, building societies, NGOs, collaborators, students, corporate employees and various other groups are encouraged to come together to celebrate giving - and inspire others to do the same.

As a #GivingTuesdayIndia partner, we [INSERT NAME OF ORGANISATION] are [RAISING/MATCHING FUNDS] for [CAUSE]. We would like to respectfully request you for a donation, and to help us spread the word. #GivingTuesdayIndia can change the way we view philanthropy for generations to come!

DONATE NOW

[LINK TO CAMPAIGN/WEBSITE]

Thank you for your support!

Yours sincerely,

[NAME]

[DESIGNATION]

[ORGANISATION NAME]

SAMPLE PRESS RELEASE: (for NGOs, collaborators & corporates)



[INSERT ORGANISATION NAME] Celebrates #GivingTuesdayIndia and Pledges to [INSERT CAMPAIGN NAME]

[INSERT LOCATION] [INSERT DATE] - This #GivingTuesdayIndia, **[INSERT ORGANISATION NAME]** will celebrate giving by **[INSERT CAMPAIGN DETAILS]**.

Officially celebrated in 42 countries, with people from over 150 nations participating, #GivingTuesday is a global day of giving. First conceived of in the US in 2012 to balance the post-Thanksgiving excesses of Black Friday and Cyber Monday, the movement is fuelled by the power of social media and collaboration. The goal is to encourage charitable giving, and to raise both funds and awareness for important causes. **Last year, an astounding \$300 million was raised in the US alone in just one day of giving.**

#GivingTuesdayIndia is celebrated every year on the Tuesday of #DaanUtsav - our very own week-long festival of giving (2 - 8 Oct), and this year it falls on **October 2**, which also happens to be Gandhi Jayanti. The movement is powered by GuideStar India - India's most reliable NGO information repository with over 8500 NGOs.

[MORE DETAILED INFORMATION ON WHY YOUR ORGANISATION JOINED #GIVINGTUESDAYINDIA AND DETAILS OF YOUR #GIVINGTUESDAYINDIA INITIATIVE. MENTION PAST #GIVINGTUESDAYINDIA CAMPAIGN, IF APPLICABLE]

[INSERT QUOTE FROM YOUR ORGANISATION'S SPOKESPERSON]

To learn more about #GivingTuesdayIndia, visit: www.givingtuesdayindia.org

Facebook: www.facebook.com/givingtuesdayindia

Twitter: twitter.com/givingtuesdayin

Instagram: instagram.com/givingtuesdayindia