

SEATTLE PARKS FOUNDATION

GIVINGTUESDAY

Community Partner #GivingTuesday 2022 Toolkit

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- ***Deadline*** Friday, November 18, 2022 to submit for update.
- Contact communications@seattleparksfoundation.org and/or Annual Giving Manager, Sarah Olivo at sarah@seattleparksfoundation.org with any questions.
- Remember to include your Donation Page link in ALL your #GivingTuesday messaging!

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1. What is #GivingTuesday?

#GivingTuesday started in 2012 and is now in its 11th year! This is a global movement driven by individuals and communities - 80+ countries around the world participate, with over 240 campaigns in the U.S.A. and millions of generous donors joining on this day of giving. Last year was the most successful year raising \$39,254,555 from 254,002 donations worldwide. This International Day of Giving was founded as an alternative to consumer-focused traditions, such as Black Friday and Cyber Monday, **#GivingTuesday** encourages generosity, volunteerism, and a 24-hour fundraising campaign for charities worldwide.

15% of donors will give again before the next #GivingTuesday. This is a great opportunity to cast a wide net to find new supporters that could possibly become annual donors and even monthly recurring donors that continue to support your cause.

#GivingTuesday provides an opportunity to share your important mission driven work with a larger audience. Use this time to connect with individuals seeking out organizations to support on this day, donor's are looking for initiatives to give that they are passionate about, don't be afraid to show up and share a lot on social media. Your supporters want to hear from you on this day and know what you are doing.

2. Purpose of This Toolkit

This toolkit provides Seattle Parks Foundation's community partners basic information and suggested content templates to make the most out of your #GivingTuesday. We have tried to make this process as simple as possible with easy ways to plan and implement your campaign.

Last year, we raised a total of \$34,446, **20% increase** in the total raised compared to 2020 and **11% increase** on the actual day of giving. \$17,660 went toward restricted projects - your work! 23 partners received gifts with many raising more than in year's past and acquiring new donors! **#GivingTuesday** is a great chance for you to gain supporters, fundraise, and kick off the giving season in a big way

3. Where to direct your supporters to give during #GivingTuesday

#GivingTuesday donations are made **online ONLY** at your Seattle Parks Foundation-hosted webpage (your [Project Donation Page](#)), and almost all promotion is conducted online via email, social media, and other virtual platforms that you may typically use to communicate with your supporters. Donors can simply visit your [Project Page](#) on the Seattle Parks Foundation website to make a gift through our giving platform, Classy. [Results from last year's #GivingTuesday](#) shows that **48% more raised** on average by nonprofits that used Classy and **10x more donors** are acquired on this day compared to an average day of the year.

4. [#GivingTuesday Learning Session](#) hosted by SPF staff last fall in preparation. Please follow [this link](#) to watch and review the information.

5. [Templates, Logos, and Suggested Language for Your Various #GivingTuesday messages](#)

Because this giving day is a virtual event, the following suggestions are largely for online content for email and social media. Following the toolkit's timeline, you'll find sample (template) language to use in your own #GivingTuesday promotions.

#GivingTuesday Timeline	Click Link and/or see Below	
Date	Message	Notes
Starting Tuesday, Nov. 15	Save the Date a) Email Blast 1	If your steering group/leadership committee is meeting or hosting any events for supporters or volunteers make sure to announce #GivingTuesday.

	b) Verbal Announcement	Refer to the section f) Social Media for caption and post examples leading up to the big day and day-of marketing!
Tuesday, Nov. 22	Week Ahead Reminder c) Email Blast 2 d) E-Newsletter e) Email Signatures Lines	<p>Send an email blast to your supporters and post on social media. Share often and a lot!</p> <p>Over the Thanksgiving holiday make sure your team's email autoresponder mentions your upcoming #GivingTuesday campaign with a direct link to your Support-A-Partner Donation page with instructions for how to participate and where to give!</p>
Tuesday, Nov. 29 - Official Giving Day!	#GivingTuesday Day f) Social Media i) Facebook ii) Twitter iii) Instagram	Spread the word on the day of #GivingTuesday! You can use emails, Twitter, Facebook, Instagram, TikTok, Facebook Messenger... any social media tool that you use regularly for your project or in your personal life can bring a boost of support and attention to your project!
Wednesday, Nov. 30 through Tuesday, Dec. 6	Tell Your Donors Thank You! - See #10 in Table of Contents	There are never too many ways to say thank you! Make sure that your supporters hear your appreciation in a timely way.

		SPF staff will also be calling your donors and sending acknowledgement letters as our usual practice to steward your donors and show gratitude, no matter the size of the gift.
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5. Continued... [Templates, Logos, and Suggested Language for Your Various #GivingTuesday messages](#)

To promote #GivingTuesday in advance of November 29th – and on the day itself – here are some actions to take:

- Use [bitly](#) to shorten your Donation Page url link to fit into Twitter captions.
 - Copy and paste your Classy Donation Page link in the tab at the bottom of the screen that says, 'Shorten your link' - then use this in your captions.
- [Watch this webinar](#) from Classy about [How to Write Smart Copy for Giving Tuesday and Beyond](#) to build out your campaign past these templates.

Logos:

- Follow this link [here](#) to go directly to the #GivingTuesday webpage to download images to include in your marketing messages and campaign. This year, #GivingTuesday has made fun and eye catching GIFs for your Instagram stories!
- Download Seattle Park Foundation Logos [here](#) to include in your marketing messages and campaign. You can also find these, the Logo Usage Guide, Effective Email Outreach, and more on the SPF website, [Resources for Partners](#).

Templates:**Starting Week of Nov. 14: Save the Date**

To promote #GivingTuesday in advance of November 29th - start two weeks in advance – and on the day itself – here are some actions to take:

a) Email Blast 1: Save the Date *(send week of 11/14/2022)*

Send an email blast to encourage people to save the date. Get on their radar and even get some early gifts to jumpstart your goal and show others you are supported!

Subject line:

Mark Your Calendars, #GivingTuesday is Nov. 29th! Can We Count On YOU?

Hi **FIRST NAME**,

On November 29, 2022, people all around the world are coming together to tap into the power of human connection and strengthen communities to change our world. Will you be one of them?

COMMUNITY PARTNER NAME will be participating in #GivingTuesday and we need your help! By joining the #GivingTuesday movement, you're proving that in times of uncertainty, generosity can bring the whole world together.

Here is how you can support us:

1. **Mark your Calendar!** (Link to a custom calendar invitation for **Nov. 29th** that **INCLUDES LINK TO YOUR SEATTLE PARKS FOUNDATION-HOSTED WEBPAGE AKA your Project Donation Page**)

2. **Give What You Can!** On November 29th, go to **(INCLUDE LINK HERE TO YOUR SEATTLE PARKS FOUNDATION-HOSTED WEBPAGE AKA your Project Donation Page)** and donate. No matter the size of your gift, it matters to us and you are making a difference. You can also support our organization in these ways **(IF APPLICABLE: Insert link to a blog post that outlines other needs like a wishlist or virtual volunteer opportunities)**!

3. **Spread the Word!** Encourage your friends and family to join you in creating real impact on November 29th by sharing what our mission means to you, why you support our organization, and use the hashtag to share why you #loveparks **(IF APPLICABLE: Here are some ideas)**.

Make sure to use hashtag **#GivingTuesday** and tag us at **(LIST YOUR SOCIAL CHANNELS)** and our fiscal sponsor, Seattle Parks Foundation so they can share with our large network of parks lovers to share your community efforts!

- Facebook at [@SeattleParksFoundation](#)
- Twitter at [@SeaParksFdn](#)
- Instagram at [@seattleparksfoundation](#)

Let's rally together to build stronger communities.

Learn more at (Insert your organization URL OR your Seattle Park's Foundation Project Donation Page)

With gratitude,

Your Name

Your Title/Contact Info

Your Community Partner Name

b) Verbal Announcement: Word of Mouth

Announce the opportunity at partner meetings or events, and let volunteers and potential supporters know what #GivingTuesday is all about!

Please save the date and help us share the news about #GivingTuesday, a special fundraising opportunity on Tuesday, November 29th!

#GivingTuesday is a global day of giving, celebrated on the Tuesday following Thanksgiving and the widely recognized shopping events *Black Friday* and *Cyber Monday*. #GivingTuesday kicks off the charitable season, when many focus on their holiday and year-end giving to their favorite organizations or causes they care about.

A great way to support us and get the word out is to visit Seattle Parks Foundation's social media and share that content on your personal channels!

- Facebook at [@SeattleParksFoundation](#)
- Twitter at [@SeaParksFdn](#)
- Instagram at [@seattleparksfoundation](#)

You can also share a photo of your favorite park, use the hashtag #loveparks, and share why you love green spaces and public projects.

These gifts must come in during the 24 hours of #GivingTuesday (November 29th) through our Seattle Parks Foundation [\(LINK HERE TO YOUR SEATTLE PARKS FOUNDATION-HOSTED WEBPAGE AKA your Project Donation Page HERE\)](#). Just visit the Seattle Parks Foundation website and click on “Support a Partner.” You’ll find our page listed alphabetically there.

Please save the date for November 29th, consider making a contribution and sharing this opportunity with your networks.

[Tuesday, Nov. 22: Week Ahead Reminder](#)

c) Email Blast 2: 1 Week Before #GivingTuesday

Send an email blast to tell people about the opportunity to share some love with your project and the parks and green spaces they value! Remind them that we are only one week away!

Subject line:

We are one week away from #GivingTuesday on Nov. 29th!

Hi **FIRST NAME**,

After *Black Friday* and *Cyber Monday*, please join **COMMUNITY PARTNER NAME** in kicking off the holiday giving season on #GivingTuesday, Nov. 29th! We are excited for our year ahead and would love your support in jump starting our fundraising as we look toward 2023.

Your #GivingTuesday gift supports **EXPLAIN CURRENT PROJECT NEEDS**.

Donate on #GivingTuesday to support **PROJECT NAME** and then share with your networks to help us reach our #GivingTuesday goal! Remember to tag us at **SOCIAL MEDIA NAME** and our fiscal sponsor, Seattle Parks Foundation:

- Facebook at [@SeattleParksFoundation](#)
- Twitter at [@SeaParksFdn](#)
- Instagram at [@seattleparksfoundation](#)

Always remember to include the hashtag #GivingTuesday and #loveparks to gain traction. We are sharing the many ways our community #lovesparks, use this hashtag and tell us where and what green spaces are important to you!

You can support us here:

(INCLUDE LINK HERE TO YOUR SEATTLE PARKS FOUNDATION-HOSTED WEBPAGE AKA your Project Donation Page)

With gratitude,

Your Name

Your Title/Contact Info

Your Community Partner Name

d) E-Newsletter

Include a blurb about #GivingTuesday in an upcoming e-newsletter - Try to send in early to mid November.

Subject Line:

#GivingTuesday: The Global Day of Giving is Next Week! 11/29/22!

COMMUNITY PARTNER NAME needs your support on #GivingTuesday, November 29th.

COMMUNITY PARTNER NAME celebrates #GivingTuesday joining millions around the world participating in the global generosity movement on November 29, 2022!

(WHY YOUR PROJECT JOINED #GIVINGTUESDAY)

(DETAILS OF YOUR INITIATIVE INCLUDING GOALS, PARTNERS AND PAST SUCCESS, IF APPLICABLE).

#GivingTuesday was launched in 2012 as a simple idea: To create a day that encourages people to do good. People demonstrate generosity in many ways on #GivingTuesday and our project would love to have you continue or join us as an advocate and supporter. We are doing community work to maintain, revitalize, and create more and sustainable public spaces for our communities and region. If you love the outdoors and our beautiful city as much as we do, join us in our efforts to provide **(PROJECT MISSION)**.

Whether it's helping a neighbor or stranger, volunteering your time, or showing up for an issue through giving or spreading the word, we are excited to have you in our corner.

Those who are interested in joining **COMMUNITY PARTNER NAME's** #GivingTuesday initiative can visit **(LINK HERE TO YOUR SEATTLE PARKS FOUNDATION-HOSTED WEBPAGE AKA your Project Donation Page)**.

With gratitude,

Your Name

Your Title/Contact Info

Your Community Partner Name

e) Email Signature Lines

Activate or edit an email signature that mentions #GivingTuesday so all your email recipients receive a gentle notification about the day and your group's participation.

These signature lines can be automated to be used every day up until #GivingTuesday. **Be sure to add these before the Thanksgiving holiday!**

Sample:

Your name

Your community partner name

Optional contact info

Save the date for #GivingTuesday, November 29th!

(INCLUDE LINK HERE TO YOUR SEATTLE PARKS FOUNDATION-HOSTED WEBPAGE AKA your Project Donation Page HERE)

Tuesday, Nov. 29: Day-of Messaging

f) Social Media

Directly invite your social media followers and friends to participate. We suggest that you begin posting on your project and personal social media accounts at least one week **before** #GivingTuesday on November 22nd. Encouraging your friends and supporters to do the same, this will help increase your potential donor base.

[This guide](#) from last year is a useful resource to return to, go to **page 5** to learn more about strategy on the best times of day to share during #GivingTuesday!

i) Facebook

In addition to these suggestions, look for inspiration on the international #GivingTuesday [Facebook page](#)

Tag us on Facebook at [@SeattleParksFoundation](#)

Sample language for your **Project Page on Facebook**. Make sure you *always* direct viewers to your **Project Donation Page on the Seattle Parks Foundation website** tag Seattle Parks Foundation:

- Facebook at [@SeattleParksFoundation](#)
- Twitter at [@SeaParksFdn](#)
- Instagram at [@seattleparksfoundation](#)

Use the hashtags **#givingtuesday** and **#loveparks**

1. Save the date for #GivingTuesday, November 29th! Help us make our goal of **\$XX** to support our project, **COMMUNITY PARTNER NAME**! #loveparks

2. There's *Black Friday* and *Cyber Monday*... and then there's #GivingTuesday, a global day of giving! Support the work of **COMMUNITY PARTNER NAME** on

November 29th and help us raise funds needed for the essential work we are doing in our community! #loveparks

3. Donate to **COMMUNITY PARTNER NAME** on #GivingTuesday, November 29th to help support **EXPLAIN CURRENT NEEDS**. #loveparks

Sample language for your **personal profile** on Facebook. Remember to direct viewers to your **Project Donation Page on the Seattle Parks Foundation website**.

1. I care about **PROJECT NAME** because **YOUR REASON FOR GETTING INVOLVED**. Please consider supporting **PROJECT NAME** this #GivingTuesday, November 29th! #loveparks

2. There's *Black Friday* and *Cyber Monday*... and then there's #GivingTuesday, a global day of giving! This #GivingTuesday, I'm supporting **PROJECT NAME** because **YOUR REASON FOR GETTING INVOLVED**. Please join me by contributing to this project and sharing this opportunity. #loveparks



ii) Twitter

Twitter is another useful place to share #GivingTuesday news. Please feel free to use and modify the template language provided below. Remember, when possible, encourage viewers to ***visit your Seattle Parks Foundation hosted Donation Page*** because that is where gifts should be made on #GivingTuesday.

Include that link to your **Project Donation Page** when possible!

Tag us on Twitter at [@SeaParksFdn](https://twitter.com/SeaParksFdn)

Twitter Sample 1:

Help support **PROJECT NAME** this #GivingTuesday! **LINK to Donation Page** We #loveparks, share your favorite green space and tag us! 🌳

Twitter Sample 2:

Mark your calendar! Nov. 29th is #GivingTuesday. Can we count on your support? **LINK to Donation Page** 🌳 #loveparks

Twitter Sample 3:

Save the date for Nov. 29th and help us meet our goal! #GivingTuesday is a great opportunity to get involved and start the giving season off by supporting **PROJECT NAME**! **LINK to Donation Page** 🌳 #loveparks

Twitter Sample 4:

Leave a ❤️ below if you'll join the #GivingTuesday movement on Nov. 29th and tag a friend who #loveparks to help spread the word 🌳 **LINK to Donation Page**

Twitter Sample 5:

#GivingTuesday here we come! This year, we want to gain your support and make an impact toward **PROJECT NAME**! **LINK to Donation Page** #loveparks 🌳

Twitter Sample 6:

It's #GivingTuesday! Join the greater Seattle community to show up, give back, and advocate for your region through protecting and celebrating public outdoor space. **LINK to Donation Page** #loveparks 🌳

Twitter Sample 7:

Throughout today we're sharing how **PROJECT NAME** is working to **PROJECT ACTIVITIES AND/OR MISSION** and ways that you can help us achieve **MISSION**. #GivingTuesday **LINK to Donation Page** #loveparks 🌳

iii) Instagram

Instagram has the advantage of being a photo-heavy channel: Think of your work in action through photos! And remember to utilize the Instagram story feature, reshare all the content you are tagged in, and go live!

Instagram at [@seattleparksfoundation](#)

Instagram Sample 1:

Save the date for #GivingTuesday, November 29th! Our fiscal sponsor, [@seattleparksfoundation](#) is sharing how much we #loveparks. Share a photo in your favorite park and tag us! 🌳 [LINK to Donation Page](#) 🌳

Instagram Sample 2:

Donate to [COMMUNITY PARTNER NAME](#) on #GivingTuesday, November 29th to help support [EXPLAIN CURRENT NEEDS](#). [LINK to Donation Page](#) #loveparks [@seattleparksfoundation](#)

Other Instagram ideas:

- Swap your usual profile bio with info on your #GivingTuesday campaign, including a strong call to action, and a direct [LINK to Donation Page](#)
- Keep up campaign momentum by sharing images that illustrate your impact and your #loveparks message. Add alt text to your images for accessibility. [LINK to Donation Page](#)
- Run a contest on Instagram Stories or go live! Give supporters a tour of your space, a convo with your ED and/or project lead, partner participants, or volunteers, introduce a special donor/volunteer who goes above and beyond to support your work and highlight their posts in your IG stories... Be creative! [LINK to Donation Page](#)
- Use Instagram Stories to generate excitement for your #GivingTuesday campaign! Give quick, fun snapshots of what you've got cooking for #GivingTuesday and beyond. Reshare Seattle Parks Foundation posts and

anything else you or your followers share and tag you in. And always remember to include [LINK to Donation Page](#)!

6. [Crowdfunding Template How To](#)

Last year we primed this new offer through Classy to you, our Community Partners, to amplify and promote your #GivingTuesday fundraising campaign in a more visual and personalized way! Your Crowdfunding page is already set up via a template we created for you to use, edit, manage, and receive immediate alerts.

SPF and four partners chose to take advantage of this offer last year and resulted in gifts and new donors for each project. Check out these two successful examples to see all the various ways you can highlight your work with unique details:

- [Lid I-5](#)
- [Magnuson Children's Garden](#)
- [Rainier Beach Urban Farm & Wetlands](#)
- [Seattle Parks Foundation](#)
- [Wakulima](#)

To create and publish your #GivingTuesday Crowdfunding campaign, email Annual Giving Manager, Sarah Olivo at sarah@seattleparksfoundation.org **by Friday, November 18, 2022**.

- Once we have published your campaign, we will make you a Campaign Administrator and share the link with you directly to edit, manage, and share widely with your audience.
- You can then follow [these step by step instructions](#) to edit your campaign to best reflect your work and fundraising goals.

Tips for your Crowdfunding Page:

- As a Campaign Administrator, you can receive notifications and immediate alerts about your campaign's activity, including gifts as they come in and new recurring donors. Let us know if you would prefer to not receive these notifications.
- [Watch this quick tutorial](#) on how to make your fundraising page POP!
- More successful examples:
 - [Paws](#)
 - [Fonkoze](#)
 - [Cedarville University](#)
- Prepare your content ahead of time.
 - Look at the amount you raised last year to create this year's goal.
 - **Last year's overall median gift was \$202**, use this as a benchmark when making your giving totals.
 - Share what a certain amount will go directly toward providing.
 - Share the impact of meeting your goal and what that will mean to your work.
- Collecting a few donations from your audience and most dedicated supporters either earlier in the day on Giving Tuesday or earlier in the week will help create early momentum on the Campaign Activity feed.
 - Compile your list of donors and send directly to them!
 - Early morning kick off
 - Inspirational posts
 - Beneficiary stories
 - Use graphics, photos, and videos!

7. [Social Media Dos and Don'ts for #GivingTuesday](#)

You can also refer to the [Social Media 101](#) document on [Seattle Parks Foundation's Resources for Partners webpage](#).

#GivingTuesday is a web-driven giving day. It's primarily advertised online, and was originally created as a response to the online buying day, *Cyber Monday*. It even has a hashtag built into the name! As such, it's important to use all the online tools available to us to ensure we are reaching donors and generating support. Here are some Dos and Don'ts for your campaign!

DO: Use the hashtag #GivingTuesday in all of your #GivingTuesday related posts! If possible, also use the hashtag #loveparks (This means all the lead up posts you do the week before as well!)

Campaigns that used the #GivingTuesday hashtag received, on average, **1.8 times more donations** and **1.7 times more donors** than campaigns that did not. Campaigns that just used *Giving Tuesday* in their campaign name and talked about Giving Tuesday, without using the #GivingTuesday hashtag, still raised about 3 times more than campaigns that made no mention of Giving Tuesday at all.

DO: Start priming your audience for #GivingTuesday the week *before* so folks are ready to give on Nov. 29th. Try to post something about #GivingTuesday once per day during the week leading up to the day.

DO: If you mention Seattle Parks Foundation, be sure to tag us!

- Facebook at [@SeattleParksFoundation](https://www.facebook.com/SeattleParksFoundation)
- Twitter at [@SeaParksFdn](https://twitter.com/SeaParksFdn)
- Instagram at [@seattleparksfoundation](https://www.instagram.com/seattleparksfoundation)

If you do, we'll be able to see and share your posts to our audience, boosting views and responses!

DO: Get personal! Tell the (hyper-abbreviated) story of why you think your work is important, worth supporting, and why you #loveparks - include this hashtag in your posts!

DO: Explain what a donation would mean to your organization and don't be afraid to share how a specific amount would fund a certain piece of your work, or share your overall fundraising goal you are hoping to reach.

DO: Include a picture of yourself! Posts with pictures of people almost always perform better than any other image. It humanizes your work and brings a face and personality to the effort that the donor is being asked to support. Follow our prompt for this year's campaign and share [What makes your park/project special](#), [share why you #loveparks](#) - use the hashtag, [#loveparks](#)

DO: Make sure other members of your group are sharing your group's posts. Build a system where after something is posted, an email goes out to the rest of your group so that everyone can go into their own Facebook/Twitter/Instagram profiles to share and retweet. This is the most reliable way to ensure potential donors and supporters see your posts.

DO: Make sure you link to your Seattle Parks Foundation Donation Page in every #GivingTuesday related post! Remember to use [bitly](#) to shorten the url to fit into captions.

DON'T: Be nervous about over-posting or sharing too many things. There is always a torrent of posts on Facebook, Instagram, and Twitter, and your posts will be drops in a bucket. Your followers will be expecting to hear from you and will want to know what you have going on. It's important to be as loud as you can be on #GivingTuesday to cut through the noise. It's not the day to overthink social media etiquette. (This goes for everyone in your group as well!)

DON'T: Stress out too much. Speak from the heart, include the #GivingTuesday hashtag, and link to your page. Include images or video if possible. Do this once a day, and a few times on November 29th and you'll be good to go!

[This guide](#) on **page 5** shares strategy on the best times of day to share during #GivingTuesday!

8. Finding and updating your *Project Page* and *Project Donation Page* on the Seattle Parks Foundation website

***Deadline* to update 11/18/2021**

If you see edits that need to be made to either our Project Page and/or Project Donation Page, fill out [this form](#).

If you have questions or specific concerns, email communications@seattleparksfoundation.org and sarah@seattleparksfoundation.org before the deadline to ensure those changes are made before #GivingTuesday promotion really kicks off!

Go to www.seattleparksfoundation.org and click on [Support a Partner](#) for a full list of projects. This is where you can find your group listed alphabetically.

You have two web pages that you can direct people to:

1. Your **Project Page** and
2. Your **Project Donation Page** - We would suggest linking directly to this page so donor's have less clicks to give
3. **OR** Your [#GivingTuesday Crowdfunding Page](#)

The project page displays your vision statement and project description. The donation button on your Project Page links to your Project Donation Page on the platform, Classy. If you want to share information with prospective volunteers or funders, direct them to the **Project Page**. If you're creating an email appeal or asking people to donate via social media, link directly to your **Project Donation Page**. You can follow this guide, [The Nonprofit's Donation Page Checklist](#) from Classy to ensure your project page is functioning at its full potential!

OR

Direct them to your [Crowdfunding page](#) you are using to fundraise directly and offer further insight into your work. This is a way to combine your Project Page details and Donation Page giving capabilities. You can share how specific donation

amounts offer support to certain items or initiatives, this page can include photos, videos, and a graph showing your progress throughout the day.

9. Want to be Featured in Seattle Parks Foundation's Social Media Campaign?

1. What makes your park/project special? Share why you #loveparks

We invite you to participate in our #GivingTuesday social media campaign! We will be featuring projects on our social media campaign leading up to #GivingTuesday and the day of throughout November 29th.

With several thousand supporters following Seattle Parks Foundation's social media platforms, this is a great way for your project to get an extra boost in publicity and some added exposure to a new audience of potential donors and volunteers.

To participate, email communications@seattleparksfoundation.org with your responses to the following:

Share what makes your park/project special?

Ex. "This public, open green space provides outdoor access to our neighbors. This has been critical to the health and wellbeing of our community, especially during the pandemic."

Ex. "We have focused our efforts to support our neighbors most at risk by securing safely lit pathways to outdoor public space with hopes to add more seating for accessibility along the trail."

Share why you #loveparks?

Ex. “We live in a beautiful city and so lucky to have our parks system. This park provides not only views that celebrate our region, but a space to relax and get outside.”

AND/OR

You are also welcome to include the following for us to share:

Share how a contribution to your project will help you achieve your goals:

Ex. “You can help me and my project bring healthy trees to my neighborhood and ensure we continue to grow the South Seattle tree canopy.”

These will be used on our social media, so please keep your responses short (two to three sentences, if possible!). Also, please send us a photo of you, your project, or your group that you’d like to accompany your words! If you send a video, please keep it to one minute to maximize use on our social media.

You are welcome to share the story of your choosing on your own social media, or save time and reshare SPF’s post. These prompts are to support the messaging from Seattle Parks Foundation to keep a theme throughout in our marketing campaign and celebrate our partners cohesively. This will further our network’s understanding of the grassroots and greenspace work we are all doing together.

Please let us know if you would like to be featured by **Tuesday, November 15th, 2022! Email communications@seattleparksfoundation.org**

10. Thank your supporters! Show your gratitude right away for your community's generosity!

Wednesday, Nov. 30th through Tuesday, Dec. 6th:

Send Personalized Appreciation Messages!

Seattle Parks Foundation staff will be calling to thank your donors as well and donor's will receive their typical automatic acknowledgement letter that includes language about your project via email once the gift is complete. If your time allows, it is still nice for the donor to hear directly from you, the project lead!

You can find donor details in your Dropbox reports to be submitted on 11/29 and the following day, with final reports uploaded within the week.

Email Sample

Subject Line:

Let's Celebrate! We #loveparks and thankful you do too! 🌳

Hi **FIRST NAME**,

Thank you for participating in #GivingTuesday! **COMMUNITY PARTNER NAME** is proud to announce that we received **NUMBER OF GIFTS AND/OR GIFT TOTAL!**

We appreciate your generosity and support, and hope that you'll stay involved in our efforts to reach **PROJECT GOALS**. We #loveparks and are thankful you share in that commitment to support our green spaces!

With gratitude,

Your Name

Your Title/Contact Info

Your Community Partner Name

Facebook/Twitter/Instagram SampleSample 1:

Thank you! We received **NUMBER OF GIFTS** this #GivingTuesday totaling **AMOUNT**. Thank you for investing in the future of **PROJECT NAME**. #loveparks 🌳

Sample 2:

We are grateful for your support! Your gift allows us to continue to **INSERT MISSION STATEMENT**. Stay tuned to learn more about **PROJECT NAME**. #loveparks 🌳

11. Questions for Seattle Parks Foundation?

Contact us with questions or if further assistance is required. We are happy to help and support your fundraising!

Sarah Olivo, Annual Giving Manager (she/her/hers)

sarah@seattleparksfoundation.org

206-693-2805

Lauren Daniels, Senior Manager of Marketing and Communications (she/her/hers)

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206-756-0436

12. Other #GivingTuesday resources to access and support your fundraising efforts

- [Your Go-To Site for Giving Tuesday](#)
- [Raising More Good: Your Ultimate Toolkit for a Successful Giving Tuesday \(2021\)](#)
- [The Nonprofit's Donation Page Checklist](#) from Classy
- [GivingTuesday in the United States, A Network](#)
- [Resource Library](#) from Classy
- [Online Fundraising with Classy](#)
- [Try These 6 Giving Tuesday Email Subject Lines to Drive Donations](#)
- [33+ Giving Tuesday Ideas: Expert Tips and Campaigns to Try](#) from Bloomerang
- [3 Keys To A Successful Giving Tuesday Email Campaign](#) from Bloomerang
- Templates in Canva: <https://www.canva.com/p/givingtuesday/>
- [GivingTuesday Toolkit for Givers](#)
- GivingTuesday Cause-Based Coalitions:
 - These GivingTuesday communities are nationwide coalitions around cause, issue, area, culture, and identity. If these networks are relative to your group and project, include these hashtags in your messages to connect with an even broader audience!

#GivingBlackTuesday

#LatinxGive

#NewsForGood

#GivingBayDay

#MuslimsGive

#NextGenGenerosity

#PhilanthropyTogether (Giving Circles)
#GivingZooDay
#GivingTuesdayMutualAid
#GivingTuesdayLGBTQ
#GivingTuesdayMilitary
#iGiveCatholic