



HOW WILL YOUR NON-PROFIT USE GIVING TUESDAY?



GIVE INFORMATION

- Make sure your website and social media pages are up to date and giving accurate information
- Share positive recent stories about success your organisation has had
- Schedule social media posts explaining the work you do and the impact you have
- Tell people what needs your organisation has, how they can contribute to your work and any special campaigns you have



Ask people to GIVE SKILLS

- Marketing people can help your organisation develop a strategy to raise awareness of the work it does
- Sales people could spend time training staff from your social enterprise how to look for market for products
- Photographers can take great pics for your website and social media pages
- Copywriting or communications experts will help you with engaging text to go with those great pictures
- If you work with youths get an HR person to help them with CVs and interview skills
-



Ask people to GIVE TIME

- Draw up a list of volunteer opportunities and ask people to commit to a certain number of hours/days
- Have a one off project on a set date that people can come in and help with, then use it as an opportunity to update them about your work
- Look for an Ambassador for your work and use Giving Tuesday to announce that they have committed to support you for the coming year



Ask people to GIVE CONNECTIONS

- Ask people to give you a share or retweet on social media to help raise awareness
- Let people know what you need and ask them to tell you who they can connect you with for help
- If you've been waiting for the perfect opportunity to call someone to ask for help, use GivingTuesday as that day