Giving Tuesday, often stylized as #GivingTuesday for the purposes of hashtag activism, is a digital movement to create an international day of charitable giving at the beginning of the holiday season.
Goal: $2,500
#GIVING TUESDAY™

Join Goodwill on Dec. 1 to show your support!

1. Create a Facebook fundraising page
2. Give directly online

How you can support!
#GIVING TUESDAY™

How To Create a Facebook Fundraising page for Goodwill
Select **Fundraisers** on your Facebook home page.
Click **Select Nonprofit** on your Facebook Fundraiser page.
Type **Goodwill Industries of Tulsa** in search bar.

**Goodwill Industries of Tulsa** will populate, select.
Set your personal fundraising goal (it auto populates as $200)

Set end date as **Dec. 2, 2020** (the day after Giving Tuesday)
Title your fundraiser: #GivingTuesday for Goodwill

The description auto populates!

We encourage you to **add a personal note** at the end.

Here is an example of my personal note:

As the Creative Services Director at Goodwill, I get to share the success stories of people in my community who have benefitted from the services we provide.
We have a photo with the #GivingTuesday social media layer on it for this space.

Download the image, save it to your desktop and drag it into the photo space here

Then… Create!
Congratulations!
Congratulations, your fundraiser has been published!
Now it's time to raise money:

Invite your friends
Build momentum by connecting friends to your fundraiser. People who invite friends are 4 times more likely to reach their goal.

Share in News Feed
Share your story to let friends know why this nonprofit is important to you, and why they should donate.

Donate to Your Fundraiser
Other people are more likely to donate when they see that someone has already contributed. It also shows your commitment to helping the cause.

Get Started!!
This is where you **invite friends** to your fundraising page.

When a Facebook friend receives an invite from you, **they will each get a notification** about your Fundraiser.

Option 1: Invite **All Friends**

Then select **Done** at the bottom.

OR....
Option 2: Invite select friends

There are two ways you can do this:

1. Typing a friend’s name in the search bar

   Or

2. Scrolling through your friend list

   With both ways you must select invite next to the friend you want to... Invite :)

Invite Friends

Connect friends to your cause to build momentum and reach your goal.

Melissa

Robert

Amy

Pamela

Katy

Done
This will act as a **standard post** on your Facebook page, like any other update you do, but this time **linking to your Fundraising page!**

This is another space where you can **personalize your ask**.

Personal example: “You guys see all the Goodwill things I post about on a regular basis. Today I am asking for your support. Please join me on #GivingTuesday this year!”
Donate to Your Fundraiser!

This will show up in your friends newsfeed to draw even more attention to your fundraiser.

Select amount you wish to personally give on your own Fundraising page.

Make sure it is Public.

Donate!
Your Fundraising Page

Now you can check updates and communicate with your friends on your Fundraising page similar to your personal Facebook page.

Following the fundraiser, the amount raised will be sent directly to Goodwill on your behalf.

Thank you and GOOD LUCK!
Thank you for your support!
Together, we are improving lives.