

# #GIVING TUESDAY™



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.

#GI♥ING  
TUESDAY™



Goal: \$2,500

# #GIVING TUESDAY™

*Join Goodwill on Dec. 3rd 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

The image shows a Facebook home page for a user named Tiffany. The top navigation bar includes the search bar, the user's profile picture, and navigation options: Home, Create, and notification icons. The left sidebar contains a menu with categories: News Feed, Messenger, Videos on Watch, Marketplace, Shortcuts (listing Goodwill Industries of Tulsa, Sarah Hensley & Co., Broken Arrow Classes, and Tulsa Jobs), Explore (listing Events, Pages, Groups, Fundraisers, and Town Hall), and See More... The 'Fundraisers' option is circled in red, and a red arrow points to it from the left. The main content area features a status update prompt 'What's on your mind, Tiffany?' with options for Photo/Video, Tag Friends, and Feeling/Activity. Below this is a 'Stories' section with a large greyed-out area. At the bottom, a post from Tiffany and Goodwill Industries of Tulsa is visible, titled '4 Easy Ways To Transition Your Home Into A Cozy Fall Oasis - Without Breaking The Bank - Goodwill Industries International'. The right sidebar shows '8 event invites' with a large greyed-out area.

Select **Fundraisers** on your Facebook home page.

The image shows the Facebook Fundraisers interface. At the top, there is a search bar and navigation links for 'Home', 'Create', and user profile 'Tiffany'. The main heading is 'Fundraisers'. Below it, there are navigation options: 'About', 'Explore', 'Manage', and 'Shortcuts'. A large green button labeled '+ Raise Money' is visible. The central area features a banner with two people holding a heart, followed by the text: 'Create a fundraiser for yourself or someone else, or another cause that's important to you.' Below this are two main options: 'Raise money for a nonprofit' (with logos for END ALZ and American Cancer Society) and 'Raise money for you or a friend'. The 'Select Nonprofit' button under the first option is circled in red, and a red arrow points to it from the bottom left. To the right, there is a 'Fundraiser Categories' list including Animals, Arts and Culture, Community and Social Action, Crisis Relief, Education, Environment, Faith, Funeral and Loss, Health and Medical, International, Personal Emergency, and Sports. At the bottom, there is a section titled 'Looking for your fundraisers?' with a subtext: 'See fundraisers you've created, donated to or been invited to in your activity.'

Click **Select Nonprofit** on your Facebook Fundraiser page.

## Select Nonprofit



Search for a nonprofit to support



### St. Jude Children's Research Hospital

Keana Dorshorst, Angeline AJ Doan and 22 other friends have donated • Health and Human Services • Memphis, Tennessee



### American Cancer Society

Karla Barrett Davis, Caramie Miskelly and 5 other friends have donated • Health and Human Services • Atlanta, Georgia



### Alzheimer's Association

You and 23 friends have donated • Health and Human Services • United States



### National Suicide Prevention Lifeline '1-800-273-TALK (8255)'

Cindy Stidham Schuering, Sean Sperl and 4 other friends have donated • Health and Human Services • United States

## Select Nonprofit



Goodwill Industries of Tulsa



### Goodwill Industries of Tulsa

Karla Barrett Davis has donated • Health and Human Services • Tulsa, OK





***Goodwill Industries of Tulsa*** will populate, select.

Type ***Goodwill Industries of Tulsa*** in search bar.


## Let's start with the basics

Who are you raising money for?

 Goodwill Industries of Tulsa 





Network for Good will distribute donations to Goodwill Industries of Tulsa within 45-75 days after a donation, depending on enrollment. [Learn more.](#)

How much money do you want to raise? 

200 

USD 

When should your fundraiser end? 

Dec 4, 2019 

Fundraisers are  Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.



Next

Set your **personal fundraising goal**  
(it auto populates as \$200)

Set end date as **Dec. 4, 2019**



## Tell your story

What's the title of your fundraiser? ⓘ

#GivingTuesday for Goodwill



Why are you raising money? ⓘ

Want to join me in supporting a good cause? I'm raising money for Goodwill Industries of Tulsa and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Goodwill Industries of Tulsa below.

Goodwill Industries of Tulsa provides work opportunities, job training and support services for people with disabilities or other employment barriers.



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.

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



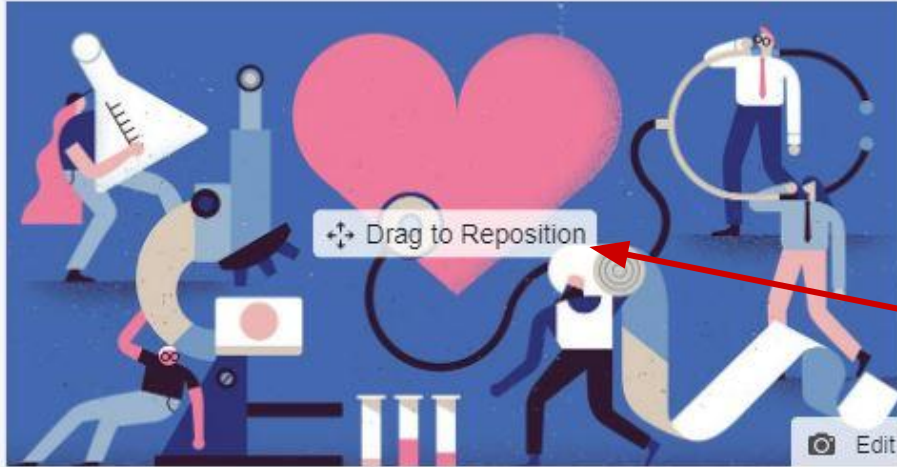
Back



Next

## Pick a cover photo or video

Suggested photo ⓘ



More suggestions

Facebook charges no fees for donations to nonprofits. All donations will go to the nonprofit you chose.

Back



Create

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.

Read then...



Get Started

Get Started!!



## Invite Friends



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

All Friends ↕

Search for people to invite



Melissa

Invite



Robert

Invite



Amy

Invite



Pamela

Invite



Katy

Invite



Done

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....

## Invite Friends



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

All Friends ▾

Search for people to invite



Melissa

Invite



Robert

Invite



Amy

Invite



Pamela

Invite



Katy

Invite

Done

## Option 2: Invite select friends

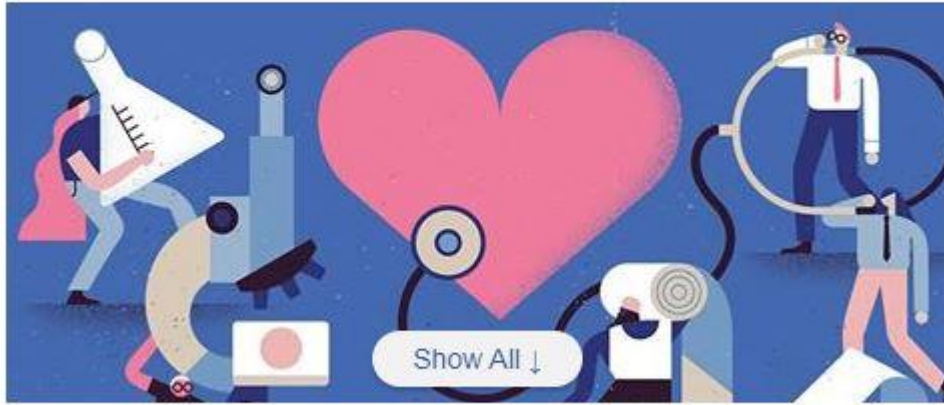
There are two ways you can do this:

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 :)

Share on Your Timeline

I created this fundraiser because...



Friends

Cancel

Post

## Share in News Feed

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



### #GivingTuesday for Goodwill

Fundraiser for Goodwill Industries of Tulsa by Tiffany King  
Network for Good will distribute donations to Goodwill Industries of Tulsa within 45-75 days after a donation, depending on enrollment. [Learn More](#)



Your donation will get the ball rolling and help donors decide how much they can give.

Amount (US Dollars)

\$ 60

Donation Frequency

One-Time Donation

Monthly Donation




VISA

[Use other payment method](#)

Who can see that you donated?

Public

Only Tiffany  can see your amount. Anyone can see the total amount raised by a fundraiser.

By tapping Donate, you agree to Facebook's terms and data policies. Currently, all fees are waived. ...

Donate

\$60.00

## 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!**

The image shows a Facebook fundraising page for "#GivingTuesday for Goodwill". The page is created by Tiffany for Goodwill Industries of Tulsa. It features a profile picture of a man and a woman, a blue "Invite" button, and buttons for "Donate", "Share", and "More". The fundraising progress shows "\$0 raised of \$200" with a progress bar and the text "Be the first to donate!". Below the progress bar are options to "Post", "Photo/Video", or "Live Video". At the bottom, there is a text input field "Write something..." and buttons for "Photo/Video", "Check in", "Feeling/Activ...", and a menu icon.

## 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!**



#GIVING  
TUESDAY™



**Thank you for your support!  
Together, we are improving lives.**