

*Valley* **GIVES**

November 28, 2017



**TOOLKIT**

# THANKS FOR JOINING #VALLEYGIVESDAY!

## WE ARE SO GLAD TO HAVE YOU INVOLVED.

On **Tuesday, November 28, 2017**, charities, families, businesses, community centers and students around the world will come together for one common purpose: to celebrate and encourage giving during the global movement known as #GivingTuesday.

Anyone, anywhere can get involved in #GivingTuesday and give back in a way that is meaningful to them. From fundraising to volunteering to pro bono service, #GivingTuesday is a great way to engage your community and to become part of a larger worldwide movement that promotes generosity.

In order to utilize this monumental day of giving, we have created the first #ValleyGIVESday movement exclusively for organizations in our area! #ValleyGIVESday is the Southwest Riverside County region's 24-hour giving event to inspire people to give generously to nonprofits that make our region a healthier and more vital place to live. Tuesday, November 28th is the global #GivingTuesday movement, so let's show the world that the #ValleyGIVES on #GivingTuesday!

You are the most important part of making this movement a reality. We have put together this toolkit to provide you with all the resources you need to get started, including:

- #ValleyGIVESday mega messages
- Ideas for getting involved
- Social media tips
- Campaign timeline
- #ValleyGIVESday team contact information

### MEGA MESSAGES

Here are some suggestions for messaging #ValleyGIVESday to your community. Feel free to incorporate any or all of this language into your communications.

#ValleyGIVESday is a special call to action to create a local day of giving that brings diverse organizations and communities in Southwest Riverside County together to give back.

#ValleyGIVESday celebrates generosity by providing our community with an opportunity to give more, give smarter, and give great.

#ValleyGIVESday unifies charities, corporations, small business, and individuals in Southwest Riverside County to show that the Valley GIVES more than it gets.

You don't have to be a world leader or a billionaire to give back. #ValleyGIVESday is about ordinary people coming together doing extraordinary things.

We have a day to give Thanks, several days to save big, and one day for #Giving. November 28<sup>th</sup> is #ValleyGIVESday. Consider giving to your charity of choice on this monumental day of giving back to causes that make an impact in your community.

### SOCIAL MEDIA TIPS

Social media is key to making sure that the #ValleyGIVESday message grows and reaches new audiences. It's also one of the best ways to celebrate giving and to share your organization's story, mission and values.



**Remember to use the hashtag #ValleyGIVES or #ValleyGIVESday on social media when talking about your campaign.** We want to hear your story and for your followers and network to join the conversation. You can also tag us @ValleyGivesDay on Facebook and Twitter and we will share your messages.

Some sample messages include:

- **Twitter:** “Help kick off the giving season & make a difference this 11/28 by joining #ValleyGIVESday @ValleyGivesDay”
- **Facebook:** “Join the worldwide #GivingTuesday movement and help redefine the giving spirit this holiday season! On November 28<sup>th</sup>, the #ValleyGIVES on #GivingTuesday. Join us at the Promenade Temecula for an exciting day of entertainment, food, fun, & giving! Visit [www.myvalleygives.org](http://www.myvalleygives.org) to learn how you can make a difference.”
- **Instagram:** Join us at the Promenade Temecula for an exciting day of entertainment, food, fun, & giving! Post your pictures at the event and remember to use the hashtag #ValleyGIVESday and #GivingTuesday, and visit [www.myvalleygives.org](http://www.myvalleygives.org) to learn more.

## 2017 CAMPAIGN TIMELINE

So you've signed up for #ValleyGIVESday on #GivingTuesday. Now what? This timeline will help you plan for #ValleyGIVESday!

### September

- **Announce.** Share your plan and goal in a press release or with a staff or community launch party, and start spreading the word about your plans for #ValleyGIVESday and the event on social media.
- **Share your story.** Write a blog post about your campaign and share it on the @ValleyGivesday Facebook page.
- **Send a save the date.** Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has the Valley GIVES event on November 28<sup>th</sup> marked on their calendar.
- **Have fun on social.** Use the logo and graphics to for #ValleyGIVESday to spread the word about your campaign.
- **Talk to your mayor and local officials about proclaiming November 28 #ValleyGIVESday.** This proclamation request has been sent and we are waiting for meeting dates. It would be great for all organizations to attend. You will receive an email regarding the date and time of the City Council meetings.

### October

- **Build a drumbeat.** Start scheduling regular (2-3 times a week or more) social media messages to talk about #ValleyGIVESday.
- The week of October 30, send a “1 Month to Go” email, newsletter and social media messages to make sure your board, staff, and community knows that we are in the final countdown for #ValleyGIVESday!
- **For the ValleyGIVES event on November 28, send out invitations!**

### November

- **Go big on social media!** There's less than a month to go — tweet, post, snap, share and do whatever you can to get the message out there. Remember to use the hashtag #ValleyGIVESday in your messages so we can retweet and share your plans.
- **November 28** — #ValleyGIVESday!
- **November 29** — Send out thank you messages and start collecting and sharing results.

### December

- **Report results from your campaign.** Email the #ValleyGIVES team at [ashlee@michellesplace.org](mailto:ashlee@michellesplace.org) with any interesting findings or announcements we can share.
- **Say thank you to your staff, donors, volunteers, partners, faculty and community.**



- Continue to use the momentum from #ValleyGIVESday to boost your end-of-year or holiday campaign.

## FOLLOW US ON SOCIAL MEDIA



facebook.com/ValleyGivesDay/



twitter.com/ValleyGIVESday

**Website:** [www.myvalleygives.org](http://www.myvalleygives.org)

This website is still under construction and will be active by September.

## Post on Facebook

- #ValleyGIVESday is a day for the Southwest Riverside County region to come together and GIVE! Join us on November 28<sup>th</sup> from 3pm – 8pm at @PromenadeTemecula to see how you can give back and have fun! (Share event flier or other post image)
- Save the date: The first ever #ValleyGIVES event is November 28<sup>th</sup> on #GivingTuesday! We're so proud to be a part of the global celebration of giving. Please join us at the @PromenadeTemecula from 3pm – 8pm as we celebrate with music, food and fun! Visit [www.myvalleygives.org](http://www.myvalleygives.org) to find out more!
- #ValleyGIVESday is a day for everyone in the Southwest Riverside County region to GIVE! Find out how you can be a part of the movement at [www.myvalleygives.org](http://www.myvalleygives.org).
- Everyone has the capacity to give. Join us on November 28<sup>th</sup> to celebrate #ValleyGIVESday on #GivingTuesday. You can give your time, talent, treasure, and voice to charity or #payitforward and help others. Join the movement, visit [www.myvalleygives.org](http://www.myvalleygives.org) or @ValleyGives for more information.

## Tweet

- Mark your calendars! 11/28 is #ValleyGIVESday. How will you give? @ValleyGIVESday
- #ValleyGIVESday is a day for everyone, everywhere to GIVE! Learn more & join the movement at myvalleygives.org @ValleyGIVESday
- Give your time, talent, treasure, & voice – give whatever you can to help other on 11/28 - #ValleyGIVESday! @ValleyGIVESday
- On #ValleyGIVESday everyone can have an impact! Join us on 11/28 by giving back to your community!
- 11/28 is #ValleyGIVESday! Join us @PromenadeTemecula for a spectacular giving event with music, food & fun! @ValleyGIVESday

To learn more contact Ashlee Collins @ [ashlee@michellesplace.org](mailto:ashlee@michellesplace.org).