

#GIVINGTUESDAY™

Social Media Guide for #GivingTuesday 11/28/2017

Suggested Tweets and Facebook Statuses for the Fuller Center for Housing of Greater Kansas City

This year, on Tuesday, November 28, 2017, the Fuller Center for Housing of Greater Kansas City is participating in #GivingTuesday. #GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world.

#GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

We need your help getting the word out! We want to create awareness about #GivingTuesday leading up to Tuesday and then create a storm on the actual date (11/28). Also, if you are planning on participating in #GivingTuesday, we would love your support. We have set up a #GivingTuesday fundraising site that makes it easy to donate online to FCHGKC. Check it out at <http://charityauction.bid/GivingTuesday2017FCHKC>. You can also support us while you shop on Black Friday and Cyber Monday (and throughout the year) at smile.amazon.com/ch/27-1014288. For every purchase made at smile.amazon.com, Amazon will make a donation to us!

Below are a list of sample tweets and statuses for inspiration. These are just jumping off points – please feel free to adapt them to your own voice. The link goes to the our website. Please share and re-tweet generously! That is how we will get the echo chamber going!

Thanks in advance for your support! If you can't live tweet throughout the week, you can use free tools to schedule your tweets:

- HootSuite is free tool that helps you schedule tweets. Use this link for the free version of HootSuite: <https://hootsuite.com/plans/free>. Mashable has a guide with instructions on how to use HootSuite: <http://mashable.com/2013/09/18/hootsuite-beginners-guide/>
- Tweet Deck is a free product through Twitter that allows you to schedule tweets to be sent at a later time. You can download TweetDeck from this site: <https://about.twitter.com/products/tweetdeck> Here is a 1.5 minute video to learn how to schedule tweets: <https://www.youtube.com/watch?v=BkZrjHLE1IM>

FACEBOOK (we are @fullercenterGKC)

We recommend not posting constantly but spreading out your posts over a number of days, as making frequent posts decreases the reach of your posts. For optimal results, share Fuller Center for Housing of Greater Kansas City's Facebook posts (Be sure and like us at <http://facebook.com/fullercenterGKC!>)

I'm helping the Fuller Center for Housing of Greater Kansas City raise money on #GivingTuesday because I believe all families deserve a safe, affordable home. Find out how you can help at <http://charityauction.bid/GivingTuesday2017FCHKC>

Support the Fuller Center for Housing in their mission of helping low income families with housing needs in Kansas City on #GivingTuesday. Find out how you can help at <http://charityauction.bid/GivingTuesday2017FCHKC>

I'm helping the Fuller Center for Housing of Greater Kansas City raise money to eliminate poverty housing on #GivingTuesday. Find out how you can help at <http://charityauction.bid/GivingTuesday2017FCHKC>

#GivingTuesday is a global day of giving. Everyone, anywhere, can participate! Join us at <http://charityauction.bid/GivingTuesday2017FCHKC> and share how you will give this November 28!

Save the date: #GivingTuesday 2017 is November 28th. We're proud to be a part of the global celebration of giving. Visit <http://charityauction.bid/GivingTuesday2017FCHKC> to find out more!

#GivingTuesday is a day for everyone, everywhere, to GIVE! Find out how you can be part of the movement at <http://charityauction.bid/GivingTuesday2017FCHKC>

Twitter (we are @fullercenterkc)

You can tweet as many times as you want. Don't worry about duplicates or "too much" tweeting since the Twitterverse moves quickly!

Support @fullercenterkc to help low income families w/housing needs in Kansas City by making them your charity of choice on #GivingTuesday <http://charityauction.bid/GivingTuesday2017FCHKC> #GivingTuesdayKC

Help @fullercenterkc help more families with housing by donating on #GivingTuesday <http://charityauction.bid/GivingTuesday2017FCHKC> #GivingTuesdayKC

I'm supporting @fullercenterkc on #GivingTuesday because I believe all families deserve a safe, affordable home <http://charityauction.bid/GivingTuesday2017FCHKC>

\$30 = a can of paint, trim for a door, outlets & switches for 1 room for a family in need in KC. Give to @fullercenterkc on #GivingTuesdayKC <http://charityauction.bid/GivingTuesday2017FCHKC>

\$65 = 1 square foot in a new or remodeled home for a KC family in need. Give to @FullerCenterKC on #GivingTuesdayKC <http://charityauction.bid/GivingTuesday2017FCHKC>

Mark your calendars! 11/28 is #GivingTuesday. I'm giving to @fullercenterkc. How will you give? <http://charityauction.bid/GivingTuesday2017FCHKC>

#GivingTuesday is a day for everyone, everywhere to GIVE! Join me in giving on 11/28 at <http://charityauction.bid/GivingTuesday2017FCHKC>

Extra Credit

Create a Facebook Fundraiser

To create a fundraiser for a charitable organization:

1. Click Fundraisers in the left menu of your News Feed
2. Click Raise Money
3. Select Nonprofit/Charity.
4. Select a charitable organization, choose a cover photo and fill in the fundraiser details
5. Click Create

You can download images for your fundraiser at <http://www.givingtuesday.org/logos>

Take an #UNselfie

The #UNselfie, or the selfless selfie, is a powerful way to show how and why you are giving.

Here's 3 quick steps to becoming an #UNselfie master:

1. Take a “selfie” with a caption or use GivingTuesday.org’s template (next page) to explain how or why you and/or your friends are giving.
2. Add the hashtags #UNselfie and #GivingTuesday.
3. Post it to Instagram, Facebook, Twitter (we are @fullercenterkc), Snapchat - share far and wide & get your friends to join you!

Thanks for your help! If you have any questions about sharing, please drop a line to Rachel at rkhiles@gmail.com. For questions about the event, contact Graham at graham@fullercenterkc.org HYPERLINK
"mailto:graham@fullercenterkc.org"

#UNselfie

Black Friday. Cyber Monday.

#GI  ING TUESDAY™

November 28, 2017