

#GIVINGTUESDAY™

Social Media Guide for #GivingTuesday 11/29/2016

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

This year, on Tuesday, November 29, 2016, The Fuller Center for Housing of Greater Kansas City is participating in #GivingTuesday, a global day dedicated to giving.

Last year, more than 45,000 organizations in 71 countries came together to celebrate #GivingTuesday. Since its founding in 2012, #GivingTuesday has inspired giving around the world, resulting in greater donations, volunteer hours, and activities that bring about real change in communities. We invite you to join the movement and to help get out and give this November 29.

We also 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 (11/29). 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://tiny.cc/GivingTuesdayFCHGKC>. 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!](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://fullercenterkc.org/fund-a-need-for-givingtuesday/>

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://fullercenterkc.org/fund-a-need-for-givingtuesday/>

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://fullercenterkc.org/fund-a-need-for-givingtuesday/>

Twitter (we are @fullercenterkc)

You can tweet as many times as you want. Don't worry about duplicates or "too much" tweeting since the Twittersverse 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://tiny.cc/GivingTuesdayFCHGKC> #GivingTuesdayKC

Help @fullercenterkc help more families with housing by donating on #GivingTuesday <http://tiny.cc/GivingTuesdayFCHGKC> #GivingTuesdayKC

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

\$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

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

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