

# #GivingTuesday Toolkit

## What is #GivingTuesday?

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving, **November 28, 2017**, and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season.

## How Can You Get Involved?

Help us elevate support and raise awareness for the brain tumor cause! We've created this informative toolkit for ABTA volunteers to help you get started.

### #UNselfie Photos and Videos

A #UNselfie (unselfish selfie) is a way to tell everyone why you are supporting the ABTA on #GivingTuesday. Take a photo with the #UNselfie template or share a short video via social media. Be sure to tag [@theABTA](https://www.facebook.com/theABTA) and direct followers to [www.abta.org/givingtuesday](http://www.abta.org/givingtuesday) to get involved. **Download the simple #UNselfie instructions and template [here](#).**

If you aren't on social media, please send photos and videos to [marcom@abta.org](mailto:marcom@abta.org).

### Engage on Social Media

- If you don't already, be sure to follow the ABTA:
  - **Facebook:** [www.facebook.com/theABTA](http://www.facebook.com/theABTA)
  - **Twitter:** [www.twitter.com/theABTA](http://www.twitter.com/theABTA)
  - **LinkedIn:** Search [American Brain Tumor Association](#)
- Retweet, like, share and comment on the ABTA's #GivingTuesday social media posts. Always include the link to make getting involved and donating easy: [www.abta.org/givingtuesday](http://www.abta.org/givingtuesday)
- Change your social media header and/or profile picture to our special ABTA #GivingTuesday graphic leading up to the big day. Then on Nov. 28, let your followers know you donated and encourage them to do the same with the *I donated* graphic. **Download these graphics [here](#).**



## Sample Social Media Messages

Below are some example social media posts. Feel free to use these or create your own posts. Make sure to include the hashtag #GivingTuesday and tag the ABTA. On Twitter, tag **@theABTA** and on Facebook type **@theABTA** and then click on our name to include in the post.

- #GivingTuesday is coming up on November 28! I support @theABTA because I support brain tumor research and want to help others who were impacted by a brain tumor like I was. *[Add how a brain tumor diagnosis has impacted your life]*

Get involved and donate at [www.abta.org/givingtuesday](http://www.abta.org/givingtuesday)

- #GivingTuesday is all about being #UNselfie! I'm giving to the @theABTA *because/for [reason you're donating to the ABTA or who you're donating to the ABTA for. Include your #UNselfie photo or video.]* Support this important cause at [www.abta.org/givingtuesday](http://www.abta.org/givingtuesday)

### Shorter posts for Twitter

- Nov. 28 is #GivingTuesday! Join me by giving to @theABTA to help advance #braintumor research. Donate here: [www.abta.org/givingtuesday](http://www.abta.org/givingtuesday)
- I'm supporting @theABTA on #GivingTuesday! Join me and support the #braintumor cause: [www.abta.org/givingtuesday](http://www.abta.org/givingtuesday)

## Email Your Family and Friends

Email is another powerful way to ask your family, friends and colleagues to support #GivingTuesday efforts.

### Subject: Support the Brain Tumor Cause on #GivingTuesday

Hi *XX*,

You know that my life has been impacted by a brain tumor. *[Insert your personal brain tumor story.]*

Each year, nearly 80,000 people are diagnosed with a brain tumor. I support the ABTA because they're working to fund innovative brain tumor research and they provide much needed support programs for patients and caregivers.

#GivingTuesday is coming up on November 28 and I am going the extra mile to support the brain tumor cause this holiday season. I ask that you please join me in supporting the American Brain Tumor Association for #GivingTuesday. Get involved and donate at [www.abta.org/givingtuesday](http://www.abta.org/givingtuesday)

Thank you so much!

*XX*

Follow the ABTA on social media to see the full #GivingTuesday campaign in action!

**Facebook:** [www.facebook.com/theABTA](http://www.facebook.com/theABTA)

**Twitter:** [www.twitter.com/theABTA](http://www.twitter.com/theABTA)

