

#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 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.

Engage on Social Media

- If you don't already, be sure to follow the ABTA:
 - **Facebook:** www.facebook.com/theABTA
 - **Twitter:** 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
- 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

- #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

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
- I'm supporting @theABTA on #GivingTuesday! Join me and support the #braintumor cause: 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

Thank you so much!

XX

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

Facebook: www.facebook.com/theABTA

Twitter: www.twitter.com/theABTA

