



ALL DONATIONS WILL BE MATCHED UP TO \$100,000!



GIVING TUESDAY
December 1, 2020

Thank you for helping in our efforts to reach a record breaking \$200,000 on Giving Tuesday! Getting the word out is quick and easy, and we're here to help!

*** Having trouble or short on time? Email kmoreland@eastersealsdfvr.org with a photo/video and the text you'd like to include and we'll set the page up for you!**

Before December 1: Tell Your Story: [Click here for an example from 2019](#)

1. [Click HERE to access Easterseals DuPage & Fox Valley's GiveGab fundraising site](#)
Prefer to set up a Facebook Fundraiser? See page 3.
2. Click "FUNDRAISE" and create your custom login information or sign in using Facebook.
 - Keep your login info. handy because you'll need it again on December 1.
3. Check your inbox for a link to "Get Started."
4. Access the GiveGab toolkit and start with "Tell Your Story"

TIPS:

This is where you will share in your own words, what Easterseals means to you and why others should contribute. You can do this in one paragraph or several – whatever works for you! You can replace the auto-filled text, or add to it. Here's an example, and these prompts may help:

- Introduce Giving Tuesday in your own words or use ours:
Today is Giving Tuesday – the global day of giving that follows Black Friday and Cyber Monday shopping days. Today is your chance to kick off the holiday season with a donation to Easterseals DuPage & Fox Valley.
- Explain your family's connection to Easterseals.
- Highlight your child's progress and/or a recent accomplishment.
- Give a reason why others should support Easterseals.
- Ask for support in your own words, or use ours:
Please make a donation to Easterseals DuPage & Fox Valley in celebration of Giving Tuesday. It's quick and easy, but will leave a lasting impact on families like ours. Thanks you!

***BONUS!** The Tomczak Family has offered an extra match for the first 20 families who raise at least \$250. If you hit that mark, they will match it too!

Tell Your Story Continued

5. Upload a photo or video to bring your page to life.
6. Set a goal.
 - Be aspirational. Friends and family will want to help you achieve it.
 - If you reach your goal easily, you can log in and increase it throughout the day.
7. Think about who you can reach out to on Giving Tuesday and start collecting email addresses from your network of friends, family, colleagues, teachers, etc.
8. Draft an email that links to your GiveGab page, but don't press send until December 1. Our goal is to collect the bulk of donations on Tuesday, December 1.

December 1: #GIVINGTUESDAY

1. Kick off the day with a donation of any size to get the ball rolling!
2. Invite others to join you!

Use the GiveGab toolkit to:

- Email your contacts. GiveGab can connect to your email contact list, making it easy to select addresses and send!
- Share the link to your page across social media channels with a post encouraging your friends and followers to contribute.

TIPS:

- It helps to keep people updated on your progress throughout the day, and to post a few reminders that will help you reach your goal.
- Thank your friends publicly on Facebook as donations come in.
- Keep an eye on the @eastersealsdfvr accounts on Facebook, Twitter and LinkedIn for other posts you can share.

NOTE:

Easterseals DuPage & Fox Valley may also feature your story/photo on our social media accounts and email communications surrounding Giving Tuesday. Please reach out if you do not want to be included.

MORE WAYS TO GET INVOLVED

Engage your employer:

Many companies make contributions to the organizations that matter to their employees.

Collect donations at work and mobilize your colleagues to rally behind this global day of giving.

There's still time to ask about your company's philanthropic initiatives and ways they can participate through a corporate donation or matching gift.

Involve your kid(s):

Last year the Lechner family set up a hot cocoa stand along their daughter's school route to help collect additional donations on Giving Tuesday.

- Think of ways your child and their siblings or friends could get involved virtually.
- Record a thank you message/video from your child to share to people who support your fundraiser that day.
- Planning a donation? Consider offering a personal match to gifts made by your family and friends.

Utilize Social Media:



It's also easy to set up a Facebook fundraiser or add a donate button to your post.

- [Click here for instructions](#)

- Be sure to choose **Easterseals DuPage & Fox Valley** (@eastersealsdfvr)
- Personalize the text and photo to share your family's experience.



Did you know?

Facebook doesn't charge fees, so 100% of the donation comes back to us!
You can now add a donation sticker to your Instagram stories, too!

Donations will be **DOUBLED!**
DOUBLED! **WOW!**

Thanks to loyal friends of Easterseals, all donations will be doubled on Giving Tuesday (up to \$100,000)!

Follow along with [@eastersealsdfvr](#) throughout the day to unlock bonus matches from individual and corporate partners!