

Donations will be matched dollar-for-dollar!



NOV
1-28

TELL YOUR STORY

[Click here for an example](#)

1. Click **HERE** to access Easterseals DuPage & Fox Valley's GiveGab fundraising site.
2. Click **FUNDRAISE** and create your login information. *Save this info, you will need it again on November 29.*
3. Check your inbox for a link to **Get Started**.
4. **Tell Your Story:** Share what Easterseals means to you.
5. **Upload a photo or video** to bring your page to life.
6. **Set a goal.** Don't be afraid to be aspirational. Friends and family will want to help you reach your goal.
7. **Make a list.** Start collecting email addresses from your network of friends, family, colleagues, etc. and plan to share on social media.
8. **Create an email** that links to your GiveGab page, *but don't press send yet.* **Our goal is to collect the bulk of donations on Tuesday, November 29.**

Tips

- **Explain** your family's connection to Easterseals.
- **Highlight** your child's progress and/or a recent accomplishment - a high five moment!
- **Give a reason** why others should support Easterseals.
- **Ask for support.**

Short on time?

- Send a photo and a few sentences about your Easterseals experience and we'll take care of the rest.
- We'll provide a link you can post and share.

Send info to:

wstorc@eastersealsdfvr.org

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GIVING TUESDAY

Donations will be matched dollar-for-dollar until we reach our goal of **\$150,000!**

1:1
MATCH

SPREAD THE WORD!

(See how on the next page)



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IT'S HERE! GIVING TUESDAY

1. Kick off the day with a donation of any size.

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.
- **Share this fundraiser on**  **Facebook** and  **Twitter.**



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.



Tips

- **Keep people updated** on your progress with posts throughout the day.
- **Share photos and videos** in your posts.
- **Thank your friends** on social media as donations come in.
- **Watch the @eastersealsdfvr** accounts on Facebook, Instagram, Twitter and LinkedIn for other posts you can share.



Utilize Social Media

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

CLICK HERE TO START

- 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!

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GIVING TUESDAY



MORE WAYS TO GET INVOLVED

Engage your employer

- Encourage your co-workers to make a donation, join your fundraising team and rally behind this global day of giving. Help them understand why Easterseals matters to you.
- **Introduce Easterseals**
Ask about your company's community engagement and find out if they have a matching gift program. Many employers are supporting causes that are important to their employees.

Involve your family

There are many ways to get involved and engage family and friends of all ages!

- Think of ways your child and their siblings or friends could get involved. Some ideas include:
 - Host a hot cocoa stand to raise money.
 - Sell friendship bracelets or custom crafts.
 - Incentivize donors by offering cookies or handmade goodies to those who give.
- **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.

