

GIVING TUESDAY

Ambassador Toolkit

2022



COMMUNITY
SHARES
of Greater Cincinnati

WELCOME

We're thankful for your unwavering support of our organization. You make the nonprofit world go 'round.

Thanks for taking your ambassadorship to the next level by sharing our mission and our Giving Tuesday campaign with your friends and family. That's a big deal!

To ensure you're equipped with all the right tools, tips and tricks, we've created this Giving Tuesday Ambassador Toolkit

NEED TO EXPLAIN WHO WE ARE? WE'VE GOT YOU COVERED

Since 1996, Community Shares of Greater Cincinnati and its member charities have advanced equity in support of Social and Economic Justice, Animal Welfare, Environmental Sustainability and Conservation, creating a Just, Equitable, Healthy Tomorrow.

In these 26 years we have distributed more than \$3 million to local charities. We have aided 1,000 annual pet adoptions and 10,000 annual spays/neuters. And, we have advocated for public policies important to our member charities and donors. We also train member charities on nonprofit excellence and provide them with networking opportunities.

With Community Shares of Greater Cincinnati you support the causes that matter most to you by connecting directly with a variety of charitable agencies across the tri-state. Our donors are building a more vibrant, creative, healthy community -- one dollar at a time.



HOW TO SPREAD THE WORD

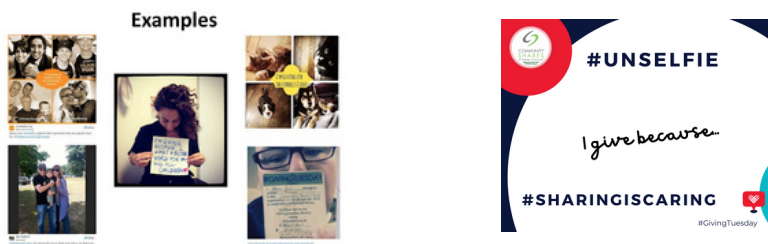


- **Add GivingTuesday to your calendar.** Just click here:
<https://evt.to/aiugdouw>
- **Visit our Facebook page at least once a day** [from today til 11/30 and share our messages. No need to create all of your own Facebook posts. That will be a HUGE help!
<https://www.facebook.com/Cincyshares> and use our **hashtag #SharingIsCaring**
- **Promote our \$1,500 MATCH** from board member Ken Patel. We are matching dollars at .50 to the \$1 for the first \$3,000 donated on Giving Tuesday itself.
 - **Copy for posts, emails or texts:** #GivingTuesday is here! Your donation will be matched at 50 cents on the dollar for the first \$3,000 donated today thanks to a generous matching donation from Community Shares' board member, Ken Patel. That means your \$50 turns into \$75, \$100 turns into \$150 and your #GivingTuesday donation will help us earn an additional \$1,500! I invite you to extend your impact by donating right now at:
<https://bit.ly/tuesdayshares>
- Over the Thanksgiving holiday **change your email auto-responder** to mention our upcoming #GivingTuesday campaign with a link to donate:
<https://bit.ly/tuesdayshares>



#UNselfie : videos and photos

- **Share an #UNselfie.** Think of the #unselfie as an unselfish selfie – it can be YOUR way of “giving” to help us spread the word about how #SharingIsCaring and why you support the work of Community Shares (See images below)
 - **Take a “selfie” with a caption** (or have it on a card in the picture) explaining how or why you and/or your friends are “giving” to Community Shares this year.
 - **Use the hashtags** #UNselfie #GivingTuesday and #SharingIsCaring
 - Be sure to **include the link to donate:** <https://bit.ly/tuesdayshares>
 - **Post it to Facebook** – share with friends!



- **Make a video** that speaks from the heart about how important our mission is to you and **share it on Facebook** with the tags #UNselfie #SharingIsCaring #GivingTuesday
 - **Copy to go along with your video post:** I’m joining forces with Community Shares, along with people and organizations in nearly every country for #GivingTuesday—a global day of giving and unity that will take place on Nov 29, 2022. [Share a bit about why our mission matters to you and how you’ll be giving. Be sure to include the link to donate: <https://bit.ly/tuesdayshares>]



Ways YOU Can Give

- **Donate early**
- Donate on the day of the fundraiser to **take advantage of the match**
- Let us know if you want to **add to our Matching Grant Fund** for Giving Tuesday (currently at \$1,500)
- **Launch a Facebook fundraiser** for your Community Shares
 - On your computer, **login to Facebook.**
 - On the left, **click on** 📍 **Fundraisers.**
 - Tip: If you don't see Fundraisers on the left, then click See more.
 - On the left, **click Raise money.**
 - Click **Nonprofit**
 - You can either:
 - **Scroll** to find “Community Shares of Greater Cincinnati”
 - Or, type “Community Shares of Greater Cincinnati” into the **search bar** to find us
 - **Select “Community Shares of Greater Cincinnati”**
 - On the left, **enter:**
 - The **goal amount** of money you want to raise
 - The **currency** you want the funds to be in
 - **Click Create.**
 - You'll see a screen pop up where you can **invite your friends** to donate to your fundraiser, **share** your fundraiser in your feed, or **donate** to the fundraiser yourself.

Thank YOU for being a
#GivingTuesday Ambassador!