



OMAHA GIVES!

powered by the Omaha Community Foundation

+ #GIVINGTUESDAY

2018 GIVING TUESDAY TOOLKIT

OMAHA KEEPS GIVING! WE'VE PUT TOGETHER A TOOLKIT TO HELP YOU CREATE A SUCCESSFUL ONLINE GIVING CAMPAIGN FOR #GIVINGTUESDAY.

- #GivingTuesday is a global movement with campaigns happening in almost every country
- This year's #GivingTuesday is on **Tuesday, November 27, 2018**
- Nonprofits can accept donations through the Omaha Gives! giving platform
- Since the Omaha Gives! giving platform is a **year-round giving platform** your campaign can start now!

TWEET ABOUT IT:

- Save the date! November 27, 2018 is #GivingTuesday - how will you keep giving to support our community? #OmahaKeepsGiving
- Omaha (Keeps) Giving! Join the global giving movement on Tuesday, Nov. 27. #GivingTuesday #OmahaKeepsGiving

POST ABOUT IT:

- #GivingTuesday is a global giving movement. Anyone, anywhere, can keep the giving going in our community. #OmahaKeepsGiving
- The impact didn't end on May 23, keep the giving going in our community and join the global giving movement on November 27! #GivingTuesday #OmahaKeepsGiving

TIPS FOR A SUCCESSFUL ONLINE CAMPAIGN

- **Go big!** Don't be shy about posting and sharing updates throughout the day. Aim to post 4-5 times on Facebook and Instagram and every two hours on Twitter. Focus on lunchtime and after work - data shows that these are peak times for giving.
- Make sure to share your nonprofit's Omaha Gives! profile link - this will be the same link that was shared during Omaha Gives!
- Use lots of images, GIFs, videos and materials to get your messages out.
- Use the hashtags: #GivingTuesday and #OmahaKeepsGiving - this will allow us and the community to engage with you.
- Remember to thank your donors and share your results!



SAVE THE DATE!
NOVEMBER 27, 2018
OmahaGives.org

