



#GIVINGTUESDAY™

#GivingTuesday Toolkit

Thank you for supporting College Mentors for Kids through #GivingTuesday! This toolkit will give you everything you need to be successful on **November 27th**!

What We Want to Do:

One of our goals for #GivingTuesday is to collectively raise enough to support 100 mentor-little buddy pairs for a year of mentoring activities. ALL online donations to College Mentors for Kids, including those received on our main website, Facebook, and chapter, committee, and board fundraising sites, count toward this goal.

Thanks to our generous donors – Social Legends, The Smith Family Fund, and NextGear Capital – all online gifts made on November 27 will be matched up to \$6,000! Additionally, the Mary E. Ober Foundation will be offering an additional match of 50 cents for every \$1 given or raised by alumni up to \$6,000. We need YOU to help us reach the full match so that we can provide more mentors to kids who need them.

Additionally, to donors who give during peak hours, make sure to watch our social media pages! We'll be sure to have some extra incentives to make your gift on #GivingTuesday.

Influencer Sponsor (\$6,000)



Trendsetter Sponsor (\$2,500)



Mike & Sue Smith
FAMILY FUND

Fan Sponsor (\$1,000)



Your Role:

You can support our #GivingTuesday efforts in many different ways! Here are a few:

- **Engage on social media:** Start tweeting and posting about #GivingTuesday prior to the actual day using sample tweets and Facebook posts below. Be sure to share on November 27th as well! You can also like, share, or re-tweet what the National Office is posting. Don't follow us? Get on it!



- **Share your story.** [Download and print one of the #unselfie flyers](#) and write in why YOU support College Mentors. On November 27, take a selfie holding the sign and promote it on your Twitter and Facebook accounts. Tag us and we'll share it too!
- **Send out an e-mail** to your family, friends, and co-workers asking them to donate. If you are participating in the Friends & Family campaign, include the link to your individual giving page. If not, you can direct them to our [organization's giving page](#).
- **Make a gift of your own!** #GivingTuesday is a great time to support College Mentors with your own financial contribution. Your gift may be eligible to be matched by one of our generous sponsors, and you might even be entered to win a gift certificate just for donating.

A few tips:

- **Use** the **#GivingTuesday** and **#GiveAMentor** hashtags as much as possible!
- **Tag or mention College Mentors** and make your posts public so we can share your content.
- Include pictures – the more personal, the better. **Share pics of you with your mentee or mentor.** We also have some [samples you can use on our #GivingTuesday page!](#)
- Whenever you post, **include the link to your personal fundraising page** so that all donations your friends and family give can be tracked toward your goal. If you don't have one, direct people to www.collegementors.org/donate.
- If you choose to set up a **Facebook fundraiser or add a donate button to your post**, please e-mail us at the end of the day with a list of your Facebook donors and how much they gave so we can count it toward our #GivingTuesday goals. Also, be sure to thank them on your own. We don't get the kind of information through Facebook that we need to send thank-you's, so make sure to **steward your own Facebook donors!**

Tools:

Timeline

We came up with a sample timeline to help you plan out your #GivingTuesday activity – feel free to follow it or shake it up to do what makes sense to you!

Date	Action
November 15	Post a pre-#GivingTuesday Facebook post or tweet
November 17	Make sure your individual fundraising page is set up!
November 20	Change your profile picture to our #GivingTuesday profile pic or use the special College Mentors Facebook frame
November 23	Post a pre-#GivingTuesday Facebook post or tweet
November 26	Print out your #unselfie flier and fill it out
November 27	#GivingTuesday! <ul style="list-style-type: none"> • Take a picture of yourself with your #unselfie flier and post it • Send out an e-mail to your friends and family asking them to support College Mentors (be sure to include your individual link!) • Retweet and post what the National Office is sharing • Make your own gift to help us #GiveAMentor
November 29	Share our post celebrating what was accomplished on #GivingTuesday
November 30	Make sure you've sent thank-you's to anyone who donated the day of, especially if they are Facebook donors since we often can't thank Facebook donors ourselves

December 6	If you haven't met your goal for your individual fundraising page, send a follow-up e-mail to your friends & family or post on Facebook with the link to your page
December 17	If you still need some help meeting your goal, post on Facebook again – perhaps you could offer to match any donations made to your fundraising page that week!
December 31	Be sure you've thanked any additional donors who gave after #GivingTuesday

Sample Social Media Messages

Prior to #GivingTuesday

Tweets

#GivingTuesday is almost here! Join me as I help @CollegeMentors #GiveAMentor! www.collegementors.org/givingtuesday

#GivingTuesday is coming up on Nov 27! After the turkey is gone & you've shopped 'til you've dropped, invest in mentoring **[include link to personal fundraising page]**

Thanks to @SocialLegends, Smith Family Fund, and @NextGearCapital, your gift to @CollegeMentors can go twice as far this holiday season! #GiveAMentor #GivingTuesday

Want to start giving back before #GivingTuesday? Shop @AmazonSmile and choose @CollegeMentors as the charity of your choice #GiveAMentor

It's #CyberMonday! Score some great deals and help us #GiveAMentor by shopping @amazonsmile and choosing College Mentors!

Facebook

Now that the turkey is gone and you've shopped 'til you've dropped, don't forget about #GivingTuesday coming up on November 27! It's a great opportunity to support causes that matter to you. Please consider supporting me as I raise money for mentoring, and thanks to matching gifts from Social Legends, The Smith Family Fund, and NextGear Capital, your contribution can be doubled! **[include link to personal fundraising page]**

It's #CyberMonday, but I know you can't wait for tomorrow - #GivingTuesday! If you want to start giving back today, use AmazonSmile to do your online shopping and designate College Mentors as your charity. A portion of every purchase will come back to support College Mentors as they connect college student mentors with kids who could use a positive role model.

November 27 - #GivingTuesday!

Tweets

Want to #GiveAMentor this Holiday season? Visit my page to make a contribution this #GivingTuesday **[include link to personal fundraising page] [include #GiveAMentor graphic]**

Here's why I invest in College Mentors - what's your reason? #GivingTuesday **[include picture of you holding your #unselfie flier] [include link to personal fundraising page]**

Want to double your impact this #GivingTuesday? You can! Thanks in part to our Trendsetter Sponsors @SocialLegends and The Smith Family Fund, your gift to @CollegeMentors will be doubled!

Did you know: 16 million kids will reach adulthood w/o ever having a mentor? Help us #GiveAMentor by donating today: **[include link to personal fundraising page]**

75% of former little buddies followed the path to post-secondary education! This #GivingTuesday, help #GiveAMentor **[include link to personal fundraising page] [include #GiveAMentor graphic]**

"I like that my mentor and I learn new things. We have fun together." Help provide a mentoring relationship this [#GivingTuesday](#) **[include link to personal fundraising page]**

"Because of @CollegeMentors I know I'm going to have a great future and a great life." Invest in the future and [#GiveAMentor](#) **[include link to personal fundraising page]**

Which cause will you support on [#GivingTuesday](#)? I'm supporting [@CollegeMentors](#), and here's why: **[include picture of you holding your #unselfie flier] [include link to personal fundraising page]**

Wish your money would multiply? Thanks to [@SocialLegends](#), The Smith Family Fund, and [@NextGearCapital](#), any gift you make to [@CollegeMentors](#) on [#GivingTuesday](#) will be doubled! **[include link to personal fundraising page]**

What will you give today on [#GivingTuesday](#)? [#GiveAMentor](#) **[include #GiveAMentor graphic] [include link to personal fundraising page]**

Partner with [@SocialLegends](#), [@CollegeMentors](#), and me as we team up to [#GiveAMentor](#) this [#GivingTuesday](#). Give back today! **[include link to personal fundraising page]**

Tired of #selfies? Me too! That's why I'm posting an [#unselfie](#) this [#GivingTuesday](#) to encourage you to support [@CollegeMentors](#) **[include picture of you holding your #unselfie flier]**

2018 is almost over: what will your legacy be this year? [#GivingTuesday](#) [#GiveAMentor](#) **[include picture of you holding your #unselfie flier] [include link to personal fundraising page]**

Facebook

Today's the day! It's #GivingTuesday! Want to partner with College Mentors for Kids, Social Legends, The Smith Family Fund, and NextGear Capital as they team up to #GiveAMentor? Make a contribution to support mentoring TODAY, and your gift will be matched up to \$6,000! You can make a difference in the lives of kids through mentoring **[include link to personal fundraising page] [include #GiveAMentor graphic]**

I'm supporting College Mentors this #GivingTuesday, and here's why. **[include picture of you holding your #unselfie flier]**. Want to help me? Check out **[include link to personal fundraising page]** and make a donation. Your donation will be matched up to \$6,000!

"College Mentors has taught me many life lessons that I still practice and hold true to my heart today. This program has shown me that even at a young age, anything is possible. This program has shown me that you have so many doors open to you and that if you work and try hard enough, you can achieve any goal you wish in life." This #GivingTuesday, please give to ensure more kids understand they can accomplish any goal they wish. [#GiveAMentor](#) **[include link to personal fundraising page]**

College Mentors isn't just for the kids – it develops college students to be better leaders. "My leadership roles within College Mentors for Kids set me up for success post-graduation in my career. I still use knowledge I learned in College Mentors for Kids daily. It also drives me to see the bigger picture and be open-minded." Support these young leaders by partnering with Social Legends and College Mentors for Kids this #GivingTuesday. **[include link to personal fundraising page]**

As 2018 draws to a close, what's your legacy going to be? Wouldn't it be awesome to say that YOU were able to provide a mentor to a child who really needs a positive influence in his/her life? Give today to College Mentors for Kids, and your gift will be matched dollar for dollar up to \$6,000 in order to do even more good this year. Help us [#GiveAMentor](#) this [#GivingTuesday](#). **[include link to personal fundraising page] [include #GiveAMentor graphic]**

Instagram

[include #GiveAMentor graphic or a picture of you with your #unselfie flier]

Caption: Today is #GivingTuesday, and I'm supporting College Mentors for Kids because I share the belief that mentoring transforms lives. I've seen it firsthand, and I want to pass it on. This season if you're not sure what to give, #GiveAMentor

Caption: The cool thing about mentoring is that it impacts both the mentee and mentor. One of our college student mentors said, "Seeing my mentee every Thursday is always the highlight of my week. I often find myself counting down the days or the assignments that I need to complete before I get to see her. Prior to meeting her, my goal was to encourage my buddy to help her feel loved, valued, and worthy. I hadn't expected for her to do the same for me! She is just as invested in me as I am in her. We support each other." I'm supporting College Mentors for Kids this #GivingTuesday #GiveAMentor

Email Template

Dear FIRST NAME,

Today is the day! It's #GivingTuesday – a day that is designed to encourage and celebrate all the ways you can give back to our community. I'm supporting College Mentors for Kids on #GivingTuesday because I share a similar mission. Mentoring transforms lives: College Mentors connects kids to college students through weekly on-campus activities that inspire growth, confidence, and brighter futures.

One of the things I love most about College Mentors is that it's not just the kids who benefit from the program – as most of the college student mentors will tell you, they benefit just as much, if not more, than their little buddies. Here's how Abby, a mentor at the Butler chapter, recently put it:

"Seeing Heaven every Thursday is always the highlight of my week. I often find myself counting down the days or the assignments that I need to complete before I get to see her. She provides great motivation which helps me get through even the most stressful weeks. Prior to meeting Heaven, my goal was to encourage my buddy to help her feel loved, valued, and worthy. I hadn't expected for her to do the same for me! Every week Heaven asks me about myself, how I'm doing, what classes I am taking, and questions about what I am learning. She is just as invested in me as I am in her. We support each other. Being Heaven's mentor, I've learned that even in a very limited amount of time, one person can greatly impact a child's life."

On this special day of giving, you have the opportunity to provide a transformational mentoring experience to a kid AND a mentor by making a gift to College Mentors for Kids. Today only, your gift will be doubled thanks to matches from Social Legends, The Smith Family Fund, and NextGear Capital. Make the gift of a mentor the first gift you give this holiday season. You can donate at [\[insert link to personal fundraising page or www.collegementors.org/donate\]](#). Our kids and college students will thank you!

Sincerely,

Thank you sample text (note, e-mail, or call)

Dear _____,

Thank you so much for supporting College Mentors on #GivingTuesday! I'm so thankful for your support of me and my passions as I raise money for an organization doing great work in the community. Thanks for allowing us to #GiveAMentor during this season of giving.

Thanks!

[Name]

Photos

To use these photos in e-mails or on social media, right click on the image and save it to your desktop or the images on your phone and then you can select it just like any other picture!

Profile Picture:



New this year, check out our Facebook frame!

Use the special College Mentors #GivingTuesday Facebook frame! Just log into Facebook, go to your profile, and choose to update your profile pic. Then click on "add a frame" and search College Mentors for Kids.

Facebook Banners:



Twitter Banners:



#GiveAMentor Graphics for Facebook & Twitter:



Match Graphics for Facebook & Twitter:



Short Links:

College Mentors for Kids #GivingTuesday page: <http://collegementors.org/givingtuesday/>

#Unselfie flier: <http://collegementors.org/wp-content/uploads/2018/11/Unselfie-options.zip>

College Mentors for Kids donation page: <http://collegementors.org/donate/>

**If you want to make your personal donation page a short link, go to <https://bitly.com/> and enter the full link, then click the button to shorten. You can use that in your tweets and Facebook posts!