

**MATCH  
AVAILABLE**

**DONATIONS WILL BE MATCHED!**



**GIVING TUESDAY**  
**November 30, 2021**

Thank you for helping in our efforts to reach \$115,000 on Giving Tuesday!  
Getting the word out is quick and easy, and we're here to help!

Having trouble or short on time? Email [wstorc@eastersealsdfvr.org](mailto:wstorc@eastersealsdfvr.org) with a photo/video and the text you'd like to include and we'll set the page up for you!

**Before November 30: Tell Your Story:** Click here for an example from 2020

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. Log-in to your page and click manage to update the photo & "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!*

# Tell Your Story Continued

1. 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.
2. 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.
3. Involve your neighbors or help children get involved. **Ideas can include:**
  - Hosting a hot cocoa stand near a school or in your neighborhood, a friendship bracelet sale, offering free gift wrapping for those that make a donation, a holiday cookie bake sale and many more!
4. Draft an email that links to your GiveGab page, but don't press send **until November 29 or 30.** Our goal is to collect the bulk of donations on **Tuesday, November 30.**

## November 30: #GIING TUESDAY

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):

One year an Easterseals 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 match donations and add a donation sticker to your Instagram stories, too!

# Donations will be MATCHED

WOW!

**Follow along with @eastersealsdfvr throughout the day to unlock bonus matches from individual and corporate partners!**