



# GIVING TUESDAY

**BROWARD**

*Attitude of Gratitude*

**NOVEMBER 30, 2021**

**2021 SOCIAL MEDIA TOOLKIT**



## ABOUT GIVING TUESDAY

### WHAT IS GIVING TUESDAY?

Giving Tuesday was created in 2012 to promote giving back to the community during the holiday season. It takes place every Tuesday after Thanksgiving, Black Friday and Cyber Monday. This year it is set for **Tuesday, November 30th**.

Giving Tuesday is an opportunity to showcase your **Broward Gratitude of Attitude** for everything we are grateful for this year. However, as we reflect, we keep in mind those who are not as fortunate.

### WHAT DOES UNITED WAY OF BROWARD COUNTY DO?

United Way of Broward County fights for the **Health, Education and Financial Prosperity** of **EVERY** person in our community. We support 100+ local agency programs throughout Broward County. Many organizations focus on one cause; United Way looks at the community as a whole and, working collaboratively, creates lasting solutions.

### WHAT IS THE BROWARD ATTITUDE OF GRATITUDE?

Show off your **Broward Attitude of Gratitude** during our 2021 Giving Tuesday campaign. What exactly does that mean? The campaign encourages Broward County residents to share what they are grateful for through social media while also reminding the community of those still in need.

In addition, the campaign will promote the work United Way of Broward County has accomplished and encourage past, current and new donors to continue supporting our mission.

Please use the hashtag **#BCAttitudeofGratitude** in your posts to signal out the campaign.

### WHAT IS THE PURPOSE OF THIS TOOLKIT?

This toolkit contains sample text, hashtags and graphics that anyone can share on their social media accounts to encourage Giving Tuesday donations to United Way of Broward County.



## HOW CAN YOU HELP?

### AN OPPORTUNITY TO SHINE

Giving Tuesday is not an obligation but an opportunity to promote United Way of Broward County's work and reach in the community. As volunteers, committee members, advocates and donors, you are the essential messengers needed to promote our mission. Many residents have heard of our name, yet they don't know about the vast scope of work accomplished.

The materials in this toolkit will provide the necessary messaging to promote our community resources while encouraging donations. On your marks, get set, **#LIVEUNITEDBroward!**

### GET INVOLVED

Show your **Broward Attitude of Gratitude** by:

- Recording yourself out loud reciting our sample posts and tagging us online.
- Promoting our 2021 Giving Tuesday campaign to your friends and family.
- Hosting a United Way of Broward County Giving Tuesday fundraiser on your social media accounts.
- Sharing on social media why you are grateful for United Way of Broward County.

### TAGS

Please ALWAYS tag **United Way of Broward County** in posts. Our social media tags are listed below:

- **Facebook:** @UnitedWayBC
- **Instagram:** @UnitedWayofBroward
- **Twitter:** @UnitedWayBC
- **LinkedIn:** @United Way of Broward County

### LINK

Please ALWAYS include our donation link in your posts:

- --> [UnitedWayBroward.org/2021GivingTuesday](https://UnitedWayBroward.org/2021GivingTuesday)

### HASHTAGS

Please include ALL of these hashtags in your posts:

- #BCAttitudeofGratitude
- #LIVEUNITEDBroward
- #GivingTuesday



## GIVING TUESDAY GENERAL SAMPLE POSTS

SAVE THE DATE for #GivingTuesday on 11/30! Just ## days left until the biggest day of generosity! Make a difference in someone's life by supporting @UnitedWayofBrowardCounty. Click here to make a gift -->

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#GivingTuesday is a global day of generosity that takes place on 11/30. On #GivingTuesday I'm supporting @UnitedWayofBrowardCounty because they look at the community as a whole to create long-lasting solutions for EVERYONE! Click here to show your support -->

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I'm proud to be a part of (NextGen United, Women United, Alexis de Tocqueville Society) because \_\_! This #GivingTuesday, I ask all my friends and family to support @UnitedWayofBrowardCounty in their efforts to improve the lives of EVERY person in Broward! Click here to make a gift -->

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I'm a @UnitedWayofBrowardCounty supporter because they go beyond responding to immediate needs. They help people recover after natural catastrophes. They reimagine more equitable communities and are a vital force in rebuilding resilient communities where everyone can thrive. Click here to make a gift -->

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I first volunteered for @UnitedWayofBrowardCounty through their (name of event/program) in (year). I remember the experience \_\_\_ (how did it leave you feeling?). For #GivingTuesday, 11/30, I ask all my friends to join me as we change lives for those in need in our Broward. Click here to make a gift -->





## PROGRAM SPECIFIC SAMPLE POSTS

Did you know that since its inception, @UnitedWayofBrowardCounty's Project Lifeline program has given 14.5 million pounds of food to those in need to combat food insecurity? That is why I'm supporting them on #GivingTuesday. Click here to make a gift -->

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This #GivingTuesday, I'm supporting @UnitedWayofBrowardCounty because of their work with the Veteran community. Since 2013, they have provided 10,000 Veterans with supportive services to help them acclimate to civilian life through their #MissionUnited program. Click here to contribute a gift -->

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@UnitedWayofBrowardCounty's work through their Commission on Behavioral Health & Drug Prevention has led to 60+ Broward County schools implementing an evidence-based substance abuse prevention initiative. That's why I'm supporting their efforts on #GivingTuesday. Click here to make a gift -->

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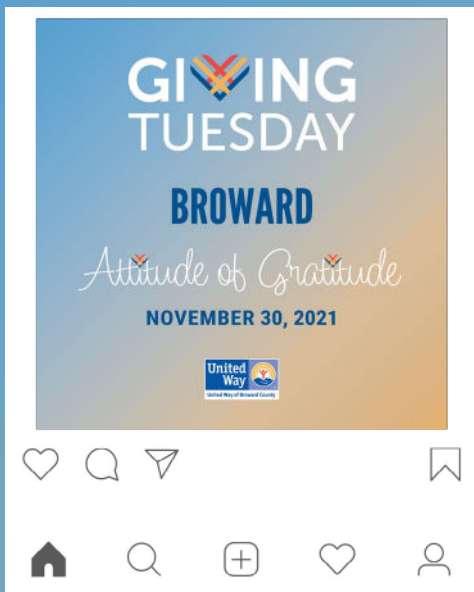
#GivingTuesday is all about giving back to those in need. That's precisely what @UnitedWayofBrowardCounty's ReadingPals program accomplishes. Since 2012, over 1,800 volunteers have donated over 39,000 hours of reading instruction to children in Broward County. I'm proud to support their efforts. Click here to make a gift -->

# GRAPHIC ASSETS

## A FEW FINAL TIPS

- Record a Giving Tuesday video message coming from the heart!
- Share your personal story about United Way of Broward County.
- Post your photos of yourself at a United Way event.
- Download the graphic assets below to utilize along with the sample posts.

### GENERAL POST GRAPHICS



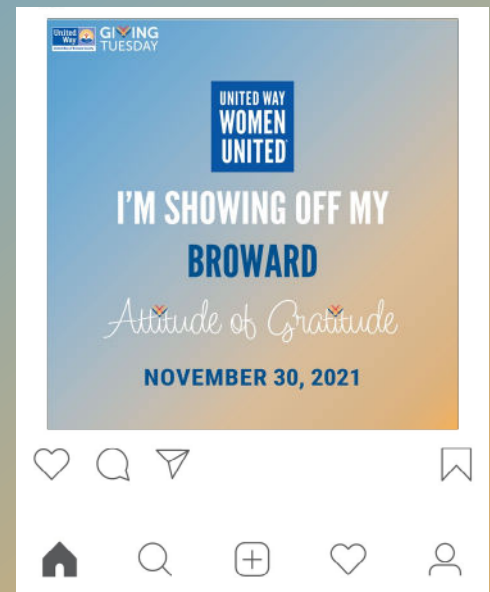
[CLICK HERE TO DOWNLOAD THE ASSETS](#)

### PROGRAM SPECIFIC GRAPHICS



[CLICK HERE TO DOWNLOAD THE ASSETS](#)

### AFFINITY GROUP GRAPHICS



[CLICK HERE TO DOWNLOAD THE ASSETS](#)