

Celebrate #GivingTuesday with iEARN-USA Community Fundraising Kit



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About #GivingTuesday

What is #GivingTuesday?

#GivingTuesday is a global day of giving celebrated on the Tuesday following Thanksgiving (in the U.S.). In 2017, more than \$300 million was raised for charitable causes around the world. There are many ways to participate in #GivingTuesday, through sharing your voice, volunteering, and donating. Learn more about the global movement at <https://www.givingtuesday.org/>.

How is iEARN-USA celebrating #GivingTuesday?

In honor of #GivingTuesday we've set a goal to raise \$15,000 to support iEARN's global education programs. We'll be hosting live-events and sharing announcements all day on Facebook, Twitter and Instagram. We're asking the iEARN community to join us as fundraisers, donor, and supporters of global education. Learn more at: <http://us.earn.org/news/givingtuesday2018>.

Why support iEARN-USA?

A gift to iEARN-USA supports global education programming and international exchange opportunities for youth and educators in the U.S. and internationally in more than 140 countries.

Show Your Support

Sharing Your Support of iEARN-USA

Show your support and encourage members of your community to donate to iEARN-USA on social media. Here are a few suggestions:

- **Add a Facebook Frame:** Ligaya has created a wonderful tutorial video on how you can add one of iEARN-USA's unique frames on your Facebook Page, view on [YouTube](#).
- **Social Images:** download images to share your support. We have a collection of images on Flickr and will be adding new images throughout October and November: <https://flic.kr/s/aHsmp2se5s>. Feel free to create your own images that best tell your story!

Join us on GivingTuesday for Live Events

- Join us on Facebook on November 27 to engage and share events on your own page!
- RSVP for events now at: bit.ly/iEARNGiving18

Fundraising Kit

Become a #GivingTuesday Global Fundraiser!

Create your Fundraiser on Facebook

- Start here: <https://www.facebook.com/fundraisers/>

- Set-up Your Fundraiser: View [Step-by-step instructions](#) and view [language templates](#) to create a stellar campaign.
- [Invite your friends to create their own fundraisers and make it a community event.](#)

Share Your Campaign

- Share your campaign with your community on social media and email communications. [View sample language and tips.](#)

Thank your donors

- Thank your donors on your fundraiser and encourage them to sign up for the iEARN-USA newsletter.
- **How to thank your donors:**
[View thank you note template language](#)

Fundraising Timeline

- **November 1 - November 15:**
 - [Create your Facebook Fundraiser](#) (use template language, and set an end date of November 30).
 - Show your support for iEARN-USA on social media with a Facebook Frame.
 - Reach out to iEARN-USA Staff if you have questions - email julia@us.earn.org for support.
- **November 15 - November 26:**
 - Invite your friends, family, colleagues to donate in honor of GivingTuesday: (see sample posts): Two weeks to the big day!
 - Thank your donors individually as they give to your campaign and update on your campaign progress. (*Reach your goal early? Consider extending your goal amount!*)
- **November 27:**
 - The Big Day! Join iEARN-USA on Facebook for Live Events and repost to engage your community to learn more about iEARN-USA and support the cause!
 - Thank your donors for each gift and share when you reach your fundraising goal!
 - Share your campaign goal update
- **November 28-30:**
 - Celebrate your campaign! (Whether you've reach, surpassed or not quite made your goal, celebrate the impact you've made to support the cause!)
 - Give a big thanks to your community!
 - Ask your donors for permission to share their contact information with iEARN-USA so we can thank them directly

Create Your Campaign and Sample Language

- **Set-up**

- Screencast video on setting up your page with Ligaya:
- Easy start: <https://www.facebook.com/pg/iearnusa/fundraisers/>
- Select the blue: “+ Raise Money” button to create your campaign
- **Who are you raising money for?**
If it isn't pre-selected, select, Non-profit, and then search for “iearn-usa”
- **How much money do you want to raise?**
You can select any level you'd like to raise, we suggest anywhere from \$200 on up, you can also adjust the amount later on if you reach your goal early.
- **When should your fundraiser end?**
We suggest selected a date a few days after GivingTuesday to allow your community additional time to donate - the last day in November, “30/11/2018” gives a few additional days.
- **What's the title of your fundraiser?**
Create a title that identifies the purpose of the fundraiser, but also personalizes, i.e. “Ligaya’s GivingTuesday Fundraiser for iEARN-USA”
- **Why are you raising money?**
Facebook has a set template, but feel free to adjust and update as you choose to show your personal connection to iEARN-USA, here is a sample template below:

This GivingTuesday, I'm raising money for an incredible non-profit organization iEARN-USA. iEARN is meaningful to me personally because (add your personal iEARN Experience here.)

Your contribution of any amount will make a impact to supporting programs that provide opportunities, training and resources, for educators and youth in the U.S. and internationally to have experience meaningful global connections with their peers around the world.

Thank you in advance for your support! Please find information below about iEARN-USA's mission and programs:

The mission of iEARN-USA is to empower educators, young people and their communities through global collaboration and transformative learning, in order to create a more interconnected, peaceful and just world.

Since 1988, the International Education and Resource Network (iEARN), a coalition of organizations located in countries across the world, has been pioneering the use of the Internet and other innovative technologies to link youth worldwide in collaborative, project-based learning. Today, iEARN’s global network is active in more than thirty thousand schools and youth organizations across 140 countries. More than two million students are engaged in collaborative project work through iEARN. iEARN-USA, the U.S. member of this powerful, international educational coalition, shares a mission to enable young people in the United States to make a meaningful contribution to the health and welfare of the planet and all its people.

- **Choose a Cover Photo:**
Select one of the suggested photos, or upload your own. We have images available for use on our [flickr page](#) to download.
- **Need more assistance**
Facebook has additional tutorials available:
<https://donations.fb.com/individuals>.

Share Your Campaign

Sample Social Media Posts

Tips for an engaging social media post

- Use an exciting image! Posts with great photos attract more eyes and interest.
- Use hashtags like #GivingTuesday or #iearnusa to engage a larger audience.
- Share personal stories of why global education is so important to you!
- Tag friends or groups who might be interested to make sure they see your post.
- Tag iEARN so we can stay up to date on your Giving Tuesday activities!
 - Facebook - <https://www.facebook.com/iearnusa>
 - Instagram - @iearnusa
 - Twitter - @iearnusa
 - Hashtags: #iearn30 #iearn2018 #iearngiving #givingtuesday #iearnusa

<p>#GivingTuesday is a global day of giving, volunteerism, and kindness on 11/27. Support global collaboration through iEARN-USA, a nonprofit working for 30 years to build bridges of understanding across 140 countries. [link to your Facebook campaign]</p>	<p>Are you passionate about global education and exchange for youth? Help create a more interconnected, peaceful and just world this #GivingTuesday by [contributing to my Facebook campaign/sharing about my Facebook campaign/liking my fundraiser/tagging friends]</p>
<p>A #GivingTuesday gift to iEARN-USA supports</p>	<p>iEARN has changed my life. On</p>

global education programming and international exchange opportunities for youth and educators in the U.S. and internationally in more than 140 countries. Give a gift that keeps on giving at [link to your Facebook campaign]	#GivingTuesday, you can change the lives of youth and educators in more than 140 countries by giving to [link to your Facebook campaign]
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Sample email:

Dear Friend,

Giving Tuesday a global day of giving, volunteerism, and kindness taking place on November 27. In the spirit of Giving Tuesday, I'd like to ask you to support a cause very important to me and the world - global education. I've been involved with an organization called the International Education and Resource Network (iEARN), a network that has been working for 30 years to build bridges of understanding across 140 countries through virtual and physical exchange programs for youth.

[insert your personal impact/story here]

Now, more than ever, it is crucial that we work on fostering dialogue and building mutual understanding amongst our nation's people and the world, and what better place to start than with our youth. We all have the power to do something, and even small steps to work towards positive change can make a real difference. Even a single dollar helps make global impact. To donate please visit: [link to your Facebook campaign].

The mutual understanding, friendship, and collaboration that grows out of these programs for young people is truly inspiring and unites communities through peace and understanding.

Thank you in advance for your support!
[YOUR NAME]

Thank Your Donors

Send all of your supporters a sincere thank you ~~letter~~. Even if you ask somebody for a donation and they say no, a simple thank you can go a long way.

You will receive a notification from Facebook right when somebody donates to your fundraiser. Be sure to send a quick thank you note via Facebook comment or messenger to immediately thank your donors. Thanking them through Facebook provides immediate feedback to your donors and also boosts the visibility of your fundraiser.

[Sample Thank You messages for Facebook:](#)

- Dear @[Friend], thank you very much for your kind donation to support iEARN-USA! Your contribution will help us fulfill our vision of a more interconnected, peaceful and just world.
- @[Friend], thank you for your generous donation! I really appreciate your support. If you would like to learn more about iEARN-USA's work, consider signing up for the newsletter bit.ly/iearnnews.

You may also consider sending a longer, more formal thank you note either through email or writing a letter, for example:

Dear [NAME],

On behalf of iEARN-USA, thank you so much for your generous donation of [AMOUNT] on [DATE]. Your donation makes it possible for us to continue empowering young people, and their teachers, to have meaningful cross-cultural collaboration.

I am personally very moved and grateful for your support! Giving Tuesday is on November 27, 2018, and your donation will help me reach my personal fundraising goal.

If you're interested in knowing more about the impact of iEARN's work, please feel free to subscribe to our newsletter: bit.ly/iearnnews.

Thank you again!
[YOUR NAME]

Make it a Community Event

Challenge your friends to become fundraisers!

Maybe you know a friend, perhaps an alumni of one of iEARN-USA's programs, or another educator who has experienced first-hand the impact of iEARN-USA's work. You can ask them to donate to your fundraiser, or you can invite them to start their own fundraiser on behalf of iEARN-USA. Now that you are a seasoned Facebook fundraiser, you can [help train them how to create their own!](#)

Some of the people in your network might not be in a position to give financial support. Invite them to contribute to your fundraiser by liking, sharing on their own timelines, or tagging other friends who might be potential donors.

Contact Us

Questions about participating in #GivingTuesday? Contact Julia Heitner, Development & Communications Manager at julia@us.earn.org.

**THANK YOU FOR BEING A CHAMPION OF GLOBAL
EDUCATION! ♥ iEARN-USA**