

iEARN-USA #GivingTuesday 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 2019?

In honor of #GivingTuesday we've set a goal to raise \$10,000 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, donors, and supporters of global education.

Why support iEARN-USA?

A gift to iEARN-USA supports global education programming and international exchange opportunities for youth and professional development educators in the U.S. and internationally.

Questions?

For questions about your campaign or Giving Tuesday, contact Julia Heitner, iEARN-USA's Development & Communications Manager at julia@us.earn.org or 212.870.2693 x 4911.

Creating Your Fundraiser

Become a #GivingTuesday Global Crowd-fundraiser!

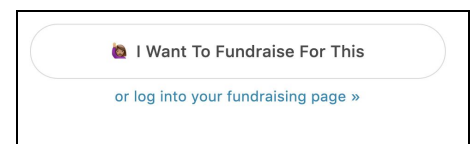
This year we're asking members of the iEARN community to create crowd-fundraisers on the GiveLively platform and share your unique iEARN stories.

As an iEARN-USA Giving Tuesday crowd-funder we'll support you every step of the way, from helping you select a fundraising goal, providing a toolkit for fundraising and marketing, promoting your story and campaign, helping drive donors to your fundraising page, and to cheer you on from start to finish.

Crowdfunders will also receive a very special iEARN-USA SWAG item to thank you for your support.

Create your Fundraiser on GiveLively

- 1) Visit: bit.ly/iearngiving2019



- 2) Scroll down and click the “👤 I want to Fundraise for This” button or take a [short-cut with this link](#).

- 3) Create your account:
 - First Name, Last Name (or how you want to appear on the fundraising page)
 - Email address
 - Account password
 - Click Submit

- 4) Set-up your campaign
 - Add a personal note ([view template language for ideas](#))
 - Select your Fundraising goal amount
 - Upload a profile image to personalize your page
 - Select a Hero Image
 - Add your own image or video (recommended) via a YouTube link. We’re happy to help you create and host your video (email julia@us.earn.org with your video file and we’ll upload it to iEARN-USA’s YouTube Channel) or you can select an image from our [flickr page](#) to download.

Whose name would you like to display on your Fundraising Page?

Email

Password

SUBMIT

Personalize Your Page

Fundraising for iEARN-USA's Giving Tuesday Campaign by iEARN-USA

Upload a photo of yourself for your page, add a note that tells people why you're passionate about this cause, and set a goal to track your progress! **SAVE**

Name on Page

Add A Note: Why are you passionate about this campaign?

I joined iEARN-USA in 2016 and over my time working with the organization, I have witnessed firsthand the impact the programming has on youth participants and educators.

We'll display this publicly on your team page under a section called "A Note From Julia"

Your Fundraising Goal

Set a goal for this campaign in dollars (e.g., \$500). No commas nor decimals necessary.

Profile Image:

Upload new image

Hero Image:

Pick a large, high-quality image for the right side of your page.

Upload new image

5) Share Your Campaign

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

6) 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](#)

Sample Language

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 an 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.

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: #iearngiving19 #givingtuesday19

<p>#GivingTuesday is a global day of giving, volunteerism, and kindness on 12/3 Support global collaboration through iEARN-USA, a nonprofit working for 30 years to build bridges of understanding across 140 countries. [link to your fundraising page]</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/sharing about/liking my fundraiser/tagging friends]</p>
<p>A #GivingTuesday gift to iEARN-USA</p>	<p>iEARN has changed my life. On</p>

supports 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 fundraising page]	#GivingTuesday, you can change the lives of youth and educators in more than 140 countries by giving to [link to your fundraising page] #iearn giving19 #givingtuesday
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Sample email:

Dear Friend,

Giving Tuesday a global day of giving, volunteerism, and kindness taking place on Tuesday December 3, 2019. 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 fundraising 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 shortly after somebody donates to your fundraiser. To amplify your campaign on social media, you will also want to add a post publicly thanking your donors and linking back to your fundraising page:

Sample Thank You Messages for Social Media:

- Thank you to @[Friend], for the generous donation to support @iearnusa this #givingtuesday! Support creating an interconnected, peaceful and just world by donating to my fundraiser at [link to your fundraiser].
- @[Friend], thank you for your generous donation to support @iearnusa this #givingtuesday! I really appreciate your support. If you would like to learn more about iEARN-USA's work, visit <https://us.earn.org>.

Your donor will receive an official tax-receipt directly from iEARN-USA, and you may also send 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] to my 2019 #GivingTuesday fundraiser in support of iEARN-USA! 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! If you're interested in knowing more about the impact of iEARN-USA's work, visit <https://us.earn.org>.

Thank you again!
[YOUR NAME]

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 November and December on [iEARN-USA's Flickr](#). Feel free to create your own images that best tell your story!

Join us live on #GivingTuesday - December 3, 2019

- Join us on Facebook on Tuesday, December 3, 2019 as we share our thanks and highlights stories from the iEARN community, and share fundraising updates as we move towards our goal.

Fundraising Timeline

- **October 22 - November 4**
 - Create your fundraising pages on GiveLively
 - Share your story with the iEARN-USA team
 - Create a short video about your iEARN experience and why you are fundraising for Giving Tuesday
 - Write a blog and share photos from your program experience (contact Julia Heitner, julia@us.earn.org for more details)

- **November 5**
 - GivingTuesday campaign launched!
 - Share your fundraising page on Social Media, and email your community

- **November 6 - December 2**
 - Continue to share out your fundraiser and thank your donors
 - Share weekly fundraising updates on your social
 - Participate in an Insta-takeover
 - Thank your followers on social and personally

- **Day-of-GivingTuesday - Tuesday, December 3, 2019**
 - Hourly Fundraising Updates on Instagram and Facebook Live

- **December 3-6, 2019**
 - Celebrate your campaign!
 - Give a big thanks to your donors and community!

Contact Us

Questions about participating in #GivingTuesday? Contact Julia Heitner, Development & Communications Manager at julia@us.earn.org or 212.870.2693 x 4911.

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