

# SHARE YOUR LEGACY.

GIVE THE GIFT OF GOOD HEALTH TO OUR COMMUNITY.



#GIVINGTUESDAY



AMBASSADOR TOOLKIT

# #GIINGTUESDAY

## WHAT IS #GIVINGTUESDAY?

**#GivingTuesday** is a global day of giving fueled by the power of social media and collaboration.

Celebrated the Tuesday following Thanksgiving and the widely recognized shopping events Black Friday, Small Business Saturday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

**This year, #GivingTuesday is November 30.**

## HOW YOU CAN HELP

Thank you for being a Legacy Health #GivingTuesday Ambassador! Our Ambassadors are difference makers – as an Ambassador who believes in our work, you can help us reach others; you can spread the word far and wide and secure #GivingTuesday participation from your friends and followers. You can help us positively impact even more lives.

#GivingTuesday Ambassadors contribute in a variety of ways including:

- Making a gift to a Legacy Health foundation on Tuesday, November 30
- Sharing your “Why I Give” stories on Facebook, Twitter, and other social media
- Encouraging others to participate by sharing posts and tweets

The ideal #GivingTuesday Ambassador will share relevant content on behalf of Legacy to promote online giving. We ask Ambassadors to make an online donation, of any amount, and share your philanthropic support with others in your social network.



# SOCIAL MEDIA AND ENGAGEMENT

## SUGGESTED TIMELINE



### TODAY

- ☐ Read through the ambassador toolkit
- ☐ Like us on Facebook
- ☐ Follow us on Instagram
- ☐ Follow us on Twitter
- ☐ Follow us on LinkedIn
- ☐ Recommend other ambassadors

 @legacyhealth

 @legacychildrens

 @caresnw.kids

 @ourlegacyhealth

 @OurLegacyHealth

 /legacy-health

## TUESDAY NOVEMBER 23

- ☐ Using Facebook, Instagram and Twitter, announce to your followers that you plan to participate in #GivingTuesday on November 30 and that you plan to donate to Legacy Health. And don't forget to use the hashtags to be part of the conversation.
- ☐ Ask your friends and followers to save the date and join you.
- ☐ Share why you support Legacy Health and your followers know that you'll share more about your WHY leading up to the big day of giving.
- ☐ Educate your followers about #GivingTuesday, as they may be unfamiliar.

## LEADING UP TO NOVEMBER 30

- ☐ Retweet, like, and share posts by Legacy Health.
- ☐ Use #GiveGoodHealth and #GivingTuesday in your posts and tweets to help create buzz.
- ☐ Share posts/tweets about why you support Legacy Health to help drive traffic to [legacyhealthgiving.org/givingtuesday](https://legacyhealthgiving.org/givingtuesday).



## TUESDAY, NOVEMBER 30

### #GIVINGTUESDAY

- ☐ Make your gift today! Visit [www.legacyhealthgiving.org/givingtuesday](http://www.legacyhealthgiving.org/givingtuesday)
- ☐ Share with your social network that you made a gift - share how you gave, why you gave and encourage others to give too!
- ☐ Share every Legacy Health social media post/tweet.

## WEDNESDAY, DECEMBER 1

### SAY THANK YOU

- ☐ Share emails and social posts about #GivingTuesday success and impact.



# CREATE SOCIAL BUZZ

## EXAMPLE POSTS



I'm proud to share that I'm a #GivingTuesday ambassador for @LegacyHealth! I pledge to donate to **SITE/PROGRAM** on November 30 and help spread the word about **THEIR WORK**. I hope you'll join me in giving!

Save the date: #GivingTuesday is November 30! This year, I pledge to give to @LegacyChildrens because I support the critical care needed to help children and families heal. Will you do the same?



#GivingTuesday is about all of us coming together and giving back to do extraordinary things. On November 30, I pledge to give to @OurLegacyHealth. Save the date to join me in this global day of giving!

#GivingTuesday is Nov 30! I pledge to give to @OurLegacyHealth. Save the date to join me!



On #GivingTuesday Nov 30, I will support @OurLegacyHealth. Will you? #savethedate

#GivingTuesday is a day for everyone, everywhere, to GIVE! Save the date, Nov 30, and join me in supporting @OurLegacyHealth!

# CREATE SOCIAL BUZZ

## ON #GIVINGTUESDAY



Today is #GivingTuesday and I just made my donation in support of @LegacyHealth. Will you join me?  
[www.legacyhealthgiving.org/givingtuesday](http://www.legacyhealthgiving.org/givingtuesday)

#GivingTuesday is today! This is the day to show your support for @LegacyHealth! [www.legacyhealthgiving.org/givingtuesday](http://www.legacyhealthgiving.org/givingtuesday)



Today is #GivingTuesday and you can give back in a powerful way by supporting @OurLegacyHealth.  
[www.legacyhealthgiving.org/givingtuesday](http://www.legacyhealthgiving.org/givingtuesday)



Your #GivingTuesday gift to @OurLegacyHealth provides comfort and healing to families in need. Join me and make your gift today!



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