



# HELP MAKE GENEROSITY GO VIRAL

## November 30, 2021

### About GivingTuesday

Created in 2012 as a day to do good, GivingTuesday has grown into a year-round **global generosity movement**. From global brands to small businesses, from celebrities to everyday grassroots givers, people will come together in a variety of ways to celebrate generosity, give back, and show kindness on **November 30, 2021 for GivingTuesday**. It's about ordinary people working together to change the world. Help us inspire a wave of good by using your voice to help spread generosity.

### About This is Living Ministries

*Here is some copy/pasteable language about our mission:*

Since 1980 the number of women in jail has increased 1,431% and the number of women in prison has increased by 796% (Vera Institute of Justice, December 2019). This is Living Ministries exist to change these numbers by helping women become who they were created to be! They aim to stop the revolving door of incarceration and build stronger, more supportive communities!



This is Living Ministries is a group of champions that are conduits to see God's love transform lives! They advocate for restorative justice and disciple those affected by incarceration with Biblical principles. They also teach them how to reenter society and live out these principles in their new life.

## How to Participate

We believe that all acts of generosity help shape the world we want to live in, and so there are no rules for how to participate in GivingTuesday. Every single act of generosity counts and we encourage you to be creative! Give back in any way that's meaningful to you. Here are some ideas:

- Create content that inspires and helps your friends get ready for GivingTuesday, or post our ready-made content. See below for inspiration and assets you can use.
- Run a fundraiser: for us using [Facebook](#)
- Join our champion teams with [your own crowdfunding page](#)
- Join our Giving Tuesday Champions & ask others to join you! [here](#)
- Go live on Instagram and collect donations ([how-to](#))
- Match your followers' donations to our organization. ([example](#))
- Add our link to your bio [www.thisislivingministries.org/get-involved](http://www.thisislivingministries.org/get-involved)
- Hold a donation drive for supplies on their Smile.Amazon wish list [here](#)
- Sign up to [volunteer](#) with us

## Social Media Direction + Content

Here are some ideas for what to post on your channels to help get your fans excited and inspired to give on GivingTuesday. We also encourage you to **create your own content and tell your giving story**. You know what will inspire your fans to take action and give. We'd love for you to post across channels to reach as many people as possible.

*Note that these [assets are available to download via Canva](#).*

*Our goal this year is to have each champion as 20 people for \$20! All of these tools listed in this workbook can help you reach this goal!*



## GivingTuesday Links

- Get ideas for how to give: <https://givingtuesday.org/ideas>
- [www.thisislivingministries.org/GivingTuesday](http://www.thisislivingministries.org/GivingTuesday)
- [www.thisislivingministries.org/get-involved](http://www.thisislivingministries.org/get-involved)

## Tagging + Hashtags

- Hashtag: #GivingTuesday + #ThisIsLivingMinistries #GraceCrusades
  - In addition, you can include commonly used hashtags like #givingback #volunteering #causes
- Tag @GivingTuesday on social media so they can share and help amplify our mission even further!
  - Instagram: @GivingTuesday
  - TikTok: @GivingTuesday
  - Twitter: @GivingTuesday
  - Snapchat: @GivingTuesday
  - Facebook: @GivingTuesday

## Sample Messages + Ideas

### TikTok or Reels

- Make a video that speaks from the heart about how important our mission is to you!
- Kick off a challenge: for everyone of your followers who posts using the hashtag #GivingTuesday & #ThisIsLivingMinistries, do something silly or give a certain amount of money to our cause.

### Instagram Stories

*If possible use “swipe up” and link to our website.*

[www.thisislivingministries.org/get-involved](http://www.thisislivingministries.org/get-involved)

Share how you're giving and ask your followers to do the same using [these templates](#). We have premade some of these if you need them, please email. There are also donation stickers and fundraisers you can create on Instagram.



## Twitter

- I'm showing my support for @ThisisLivingOrg this Nov 30th for #GivingTuesday. Let's come together to support our communities!.
- I'm proud to stand with people around the world in raising awareness & support for nonprofits and people who are helping communities. Join me giving to @ThisisLivingOrg for #GivingTuesday
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday: @ThisisLivingOrg #ThisisLivingMinistries

## Facebook

- "I'm joining forces with @ThisisLivingMinistries, along with people and organizations in nearly every country for #GivingTuesday—a global day of giving and unity that will take place on Nov 30, 2021. [Share a bit about why **our mission matters to you and how you'll be giving**]." You can also ask your followers to create their own Facebook fundraiser for us by clicking here: <https://www.facebook.com/fund/ThisisLivingMinistries/>
- "I am joining This is Living Ministries on Nov 30, 2021 for #GivingTuesday Since 1980 the number of women in jail has increased 1,431% and the number of women in prison has increased by 796% (Vera Institute of Justice, December 2019). This is Living Ministries exist to change these numbers by helping women become who they were created to be! They aim to stop the revolving door of incarceration and build stronger, more supportive communities! You can join me by donating here or ...."
- Create your own fundraiser for them, just click here: <https://www.facebook.com/fund/ThisisLivingMinistries/>
- Sign up to volunteer here: <https://www.thisislivingministries.org/volunteer-application>
- Create graphics and share about this ministry: <https://www.canva.com/p/givingtuesday/>
- Hold a donation drive for supplies on their amazon wish list [https://smile.amazon.com/.../108BY.../ref=smi\\_ext\\_Ink\\_lcl\\_cl](https://smile.amazon.com/.../108BY.../ref=smi_ext_Ink_lcl_cl)
- Click here for more ideas <https://www.thisislivingministries.org/get-involved>