



GivingTuesday Toolkit

Everything You Need to be a Fundraiser for a Day!

WHAT IS GIVINGTUESDAY?

GivingTuesday began in 2012 and is now a global generosity movement in nearly 100 countries! It is a day for giving back to the causes most important to us. Built on the power of social media, GivingTuesday has inspired hundreds of millions of people to give in its 12-year history. In fact, in 2024, it's estimated that in the United States alone, 36.1 million people participated and \$3.6 billion was given to charitable organizations, a 16% increase from GivingTuesday results in 2023.

At Loma Linda University Health, we're focusing our GivingTuesday efforts on our Students for International Mission program and pediatric cancer care and research.

CREATE YOUR OWN GIVING PAGE

Creating your personalized fundraising page through JustGiving is quick and easy! In just a few minutes, you can set up a page, share why this cause is important to you, and start raising funds for SIMS or pediatric cancer care and research. You can even add a photo or video and customize your URL! Your personal touch will inspire friends, family, and colleagues to get involved, and every dollar raised makes a difference in the health of local and global communities. Together, we will achieve incredible things. Set up your page today and join us in making an impact this GivingTuesday! *Step-by-step instructional video below.*

SAMPLE SOCIAL MEDIA POSTS AND SUGGESTED TIMELINE

Here are customizable templates you can use across different platforms:

Instagram/Facebook Posts:

- *Post 1 (before GivingTuesday):* I'm excited to be a #FundraiserForADay this #GivingTuesday! I'm raising funds for SIMS, a program at Loma Linda University that changes the lives of students and communities with little access to healthcare.



- [Insert why SIMS is important to you] Join me in giving back! [Insert Giving Page Link] #GivingBack #MakeADifference #GlobalHealth #StudentsInMission #LLULife
- *Post 2 (on GivingTuesday):* Today is the day! This #GivingTuesday, I'm fundraising to support pediatric cancer patients and their families. Loma Linda University Health is leading the way in cancer research and treatment options, and I want to support those efforts. [Insert why this cause is important to you]. Every dollar counts! Please join me by making a gift at [Insert Giving Page Link].
💛🙏 #FundraiserForADay #GivingTuesday #Philanthropy #PediatricCancerCare #ChildrensHospital
- *Post 3 (after GivingTuesday):* Wow! Thanks to your generosity, I raised [\$X] for [Insert cause]. These funds will go a long way in supporting communities locally and globally! Together, we've made a lasting difference. If you didn't get a chance to give yesterday, it's not too late! Gifts can still be made at [Insert link]!
#ThankYou #GivingBack #GivingTuesday #HealthierTomorrows #ChangingLives

X Posts:

- I'm raising funds for [insert cause] this #GivingTuesday! Join my team by giving at [insert link] #GivingBack #Philanthropy
- Let's support [insert cause]! Donate to my #GivingTuesday fundraiser here: [Link]. Your gift can make a huge impact!

LinkedIn Post:

- I'm partnering with Loma Linda University Health this #GivingTuesday to raise funds for [insert cause]. I'm passionate about this because [insert reason], and I'd love your support! If you're able, please consider donating at [insert link]. Together, we can create a healthier tomorrow. #GivingTuesday #Philanthropy #FundraiserForADay #HealthyFamilies



ENGAGEMENT TIPS & TRICKS

- **Start Early:** Begin promoting your giving page a week before GivingTuesday with a reminder the day before.
- **Personalize Your Message:** Share why this cause is important to you. Authenticity connects with potential donors.
- **Share Progress Updates:** Post updates on your progress to keep followers engaged (e.g., “We’re 50% to the goal! Can you help us get there?”).
- **Ask Directly:** Don’t be afraid to ask people directly in a personal message or email to support your fundraiser.
- **Use Visuals:** Posts with images or videos generate more engagement.
- **Tag Friends and Family:** Encourage others to share your post or donate by tagging them.
- **Create Urgency:** Let people know that GivingTuesday is a one-day event. Remind them that their gifts need to be made today to count toward your goal.
- **Thank Donors:** Give a quick shout-out on social media when someone donates. If your friend or family member doesn’t mind, tag them and thank them publicly for their generosity.

STEP-BY-STEP JUSTGIVING INSTRUCTIONAL VIDEO

<https://help.justgiving.com/hc/en-us/articles/200669491-How-to-set-up-a-Fundraising-Page-for-charity>



FAQs

- **Do I need social media to participate in GivingTuesday?**
 - While social media is a powerful tool to share your fundraising efforts, you can also spread the word through personal emails, text messages, and other platforms.
- **What happens if I don't meet my fundraising goal?**
 - Every dollar raised still makes a difference! Even if you don't reach your goal, your efforts help support the cause, and gifts are always appreciated.
- **How do I track my fundraising progress?**
 - Once you set up your fundraising page, you can monitor donations in real-time and share updates with your supporters through social media or email.
- **How do I thank people who donate to my fundraiser?**
 - You can publicly thank donors on social media by tagging them in posts, or you can send a personal message of gratitude. Be sure to acknowledge their generosity right away.
- **Is there a minimum or maximum donation amount?**
 - No gift is too small or too large to make a difference, so there are no preset giving amounts on your giving page.
- **What if I can't donate on GivingTuesday?**
 - Donations are appreciated on GivingTuesday, but gifts can still be made after the event. It's never too late to contribute!

FINAL CHECKLIST

- Set up your giving page.
- Post at least once on your chosen social platform with your personal message and link.
- Update your progress throughout the day.
- Thank your donors.



NEED SOMETHING MORE?

Email Miranda Roberts at mroberts@llu.edu.