

Supporter

ACTION GUIDE



What is #GivingTuesday?

#GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. #GivingTuesday is an opportunity for people around the world to use their individual power of generosity to remain connected and support their communities. **It's a day when everyone comes together to give back in all forms**—acts of kindness, gifts of voice, time, talent or treasure.

This year, #GivingTuesday is December 1st



Mark Your Calendar

Mark your calendar and make a gift to Educational Passages online on December 1st, 2020 - #GivingTuesday



Connect with Us

Go to our [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#) pages - **like and follow us**



Recruit 5 Donors

Get 5 friends to make a donation to Educational Passages



Promote on Social Media

Post about #GivingTuesday on social media and share our posts with your network



Email Your Contacts

Send a personalized pitch email to your email list



Matching Gift

Help fund a matching gift challenge and then share it with your family, friends and colleagues



#UNselfie Photo

Post an #UNselfie photo of yourself that explains why you support Educational Passages



Make a Video

Create a 20 second video on why you support Educational Passages and post it to social media