



Giving Tuesday 2023 Toolkit

Welcome to the First Light Giving Tuesday 2023 Toolkit!

Thank you for taking on the challenge to help us raise \$20,000 in \$10 donations on November 28, 2023. We're out to prove that small actions can make a big impact and raise awareness about First Light! You can help us by sharing our Giving Tuesday campaign with your friends, family, and other networks.

To help make this easier, we've created this Toolkit for you, which includes instructions, messaging templates, graphics, and more. We're here to help and support you every step of the way.

Thank you for being an ally in the fight against sexual assault and child abuse!

What's in the Toolkit?

You can jump to any of the sections by clicking the section number.

[Section I](#) – About Giving Tuesday

[Section II](#) – First Light's Giving Tuesday Timeline

[Section III](#) – Additional Resources

[Section IV](#) – Contact us for Help



About First Light Giving Tuesday 2023

What is Giving Tuesday?

Giving Tuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving and widely recognized shopping events Black Friday, Shop Small Saturday, and Cyber Monday, Giving Tuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

When is Giving Tuesday?

Tuesday, November 28th

How does First Light participate?

First Light experienced our greatest success and tremendous growth last year with our peer-to-peer fundraising campaign. We're going to keep the momentum going for 2023 by using this same method to engage our longtime donors, board members, staff members, volunteers, and YOU, our newest First Light Ally! Members of our community set up individual pages with fundraising goals and encourage their networks to make donations.

What is a First Light Ally?

Allies help spread the word about our Giving Tuesday fundraiser and First Light's work by setting up a fundraising page at <https://givebutter.com/FirstLightGT2023> and sharing it with their friends, family, colleagues, and community contacts.

When should I sign up to become a First Light Ally?

We recommend signing up as soon as you can! Ideally, you'll reach out to your contacts several times over the course of the weeks before the event to help spread the excitement!

Goals

Our goal is to raise \$20,000 in small \$10 donations. The smaller donation amount makes the campaign more accessible to everyone (just like First Light!) and will hopefully help reach new supporters who may not already know about our work.



What does the First Light Giving Tuesday campaign support? How will donations be used?

Every dollar raised will help provide support for our direct services. Our services include a 24 hour-7-days-a-week crisis and resource hotline, emergency room advocacy, an active and vital volunteer program, treatment and advocacy for survivors of abuse and assault, professional training for our community partners, a full range of clinical services provided by master's-level counselors, abuse prevention education, and community and school education and awareness programs. All of our services are provided at no cost to our clients.

When can people start donating to Giving Tuesday?

As soon as possible! The earlier we start, the more excitement we can generate.

How can people donate?

Donations are made through your personal Givebutter page (more on that next!) or at <https://givebutter.com/FirstLightGT2023>

What if someone wants to mail their gift?

Checks can be mailed to 216 East Calhoun Street, Anderson SC 29621.



2023 Giving Tuesday Timeline

****Graphics and templates for messages, emails, and posts can be [found here](#).**

Week 1 – November 6th

1. Sign up to be a First Light Ally by going to this [website](#) and clicking the “Fundraise” button. Need help? This [step-by-step](#) guide will get you started.
 - *Pro-tip: After you sign up, take some time to customize your personal fundraiser page. Edit your goal and add your story to let people know why you’re excited to raise funds and awareness for First Light!*
2. Decide who you want to ask to support your campaign and create an “ask” list. Reach out to your family, friends, colleagues, businesses, and community contacts – anyone who might be inspired to support First Light’s mission. Phone, email, and social media are all great tools to connect!
 - *Reminder: People EXPECT to see worthy causes seeking support on Giving Tuesday. Take advantage of this opportunity to make an impact for First Light!*
3. Share your first social media message about Giving Tuesday. Include the direct link to your fundraising page and use our “Save the Date” graphics.
4. Let people know about First Light’s Giving Tuesday campaign and invite people to support you in reaching your goal. You can also invite them to be Allies themselves!

Week 2 – November 13th

1. Remind people about First Light’s upcoming Giving Tuesday campaign and your personal fundraiser via email or text. Use our “Why First Light” or “Why Participate” templates to share.
2. Post at least twice on social media using the graphics and “Why First Light” or “Why Participate” posts.
 - *Pro-tip: “Prime” your social media accounts prior to Giving Tuesday to ensure your posts will be seen on newsfeeds, etc. Do this by posting on your pages and engaging with other users (like, comment, or share).*

Week 3 – November 20th



1. Send an email or text to your ask list and let them know that Giving Tuesday is one week away! You can also update them on your personal goal. Use our “Why First Light” or “Why Participate” templates to share.
2. Post at least twice on social media using the graphics and “Why First Light” or “Why Participate” posts.

November 28th – Giving Tuesday is here!

1. GO BIG! Don’t be shy about posting and sharing updates throughout the day on your social media accounts. This is your chance to make an impact!
 - Share First Light’s posts on Facebook and Instagram to help spread the word. Post to your newsfeeds AND your stories!
 - Share your own fundraiser via email, social media, and text at least twice, once in the morning and once in the evening. Use the “GT Starts Today” and “Last Call” templates.
 - Thank people as they donate to your campaign. You can do that through email, phone call, text, on social media or on your Givebutter Fundraising feed.

November 29th – CELEBRATE!

1. Thank your donors! This is a great time to share how much money was raised in total for First Light on Giving Tuesday. Use the “Thank You” template.
2. Celebrate! You’ve been an *incredible* ally in the fight against sexual assault and child abuse. We couldn’t do our jobs without support from people like you!



Additional Resources

First Light's Website

<https://www.firstlightsc.org>

First Light's Mission

First Light supports survivors of sexual assault and child abuse and their families through collaboration, education, advocacy, and treatment services in Anderson and Oconee Counties.

First Light's Vision

First Light envisions a trauma-informed community that empowers survivors of sexual assault and child abuse.

First Light's Values

Hope, Empowerment, Respect, and Service

First Light's Social Media Links

<https://www.facebook.com/FirstLightSC>

<https://www.instagram.com/FirstLightSC>

Social Media Hashtags for this Fundraiser

#GivingTuesday #FirstLightGT2023 #FirstLight #SmallActionsBigImpact

Quick Facts about First Light

Download the PDF [here](#).

Graphics

Here is a [link](#) to all the graphics you might need or want as you share information about Giving Tuesday with your friends and family.

Messaging Templates

Here is a [link](#) to all the messaging templates you might need or want as you share information about Giving Tuesday with your friends and family. Templates include:

- Save the Date
- Join my team
- Why I am participating
- One week away



- Why First Light?
- Giving Tuesday starts today!
- Last call
- Thank you

Once again, thank you for being part of Giving Tuesday! If you have any issues, questions, or concerns, please don't hesitate to contact April at acarty@firstlightsc.org Chelsey at chucker@firstlightsc.org.

