

THON™

GIVING
TUESDAY

GIVING TUESDAY 2020 TOOLKIT



Incentive Funds Available

- ❖ All day, every 4th donation will be matched 1:1 up to \$100 until \$22,500 is exhausted
- ❖ From 12PM-1PM, every alumni donation will be matched 1:1 up to \$50 until \$7,500 is exhausted
- ❖ Starting at 6PM, every student self-donation will be matched 1:1 up to \$10 until \$5,000 is exhausted
- ❖ 10 winners of \$500 for the social media challenge

Social Media Challenge

Every THON 2021 participant is eligible to enter into the Giving Tuesday Social Media challenge. The challenge will go live on 12/1 at 12:00AM and end at 11:59PM. Criteria to enter into the challenge is below:

- ❖ Posts must be **public** and on **Facebook**
- ❖ Must include the social media graphic below
- ❖ We encourage you to post other, personal THON photos as well!
- ❖ Include your DonorDrive link
- ❖ Include the hashtag #GivingTuesdayFTK

5 random winners and the 5 highest-liked posts will each receive \$500 to their DonorDrives! The graphic to post with your own photos is below. Additionally, provided is a sample caption to use on your post.

Sample Caption: Happy Giving Tuesday! Today, THON™ is partnering with Johnson & Johnson to help kids and families battling childhood cancer. J&J will be matching funds throughout the day and awarding donations to the most liked posts. On this national day of giving, support Penn State THON by **liking this post** and donating on my DonorDrive page below! [\[include link to DonorDrive\]](#). #GivingTuesdayFTK

Official Social Media Graphic:



Other Social Media and Virtual Interaction Examples

If you need any additional photo options to use on social media or to attach to the below interactions you may have, here is a folder of options. Also, be sure to use photos from your own THON experiences if possible!

Giving Tuesday Sample Photos Link

Instagram Post:

[Post the graphic, a photo of your own, or a photo from the folder above]

Happy Giving Tuesday! Today, THONTM is partnering with Johnson & Johnson who will be matching donations throughout the day to multiply our impact in the lives of children and families impacted by childhood cancer. So, as one of your acts of generosity for the day, please consider heading to the link in my bio to donate to THON! #GivingTuesdayFTK

[Ensure DonorDrive link is linked in your bio]

LinkedIn Post:

Happy Giving Tuesday! As a volunteer in Penn State THON™, the largest student-run philanthropy in the world, I have had the privilege to see donations from the community transform into life-saving treatments and research towards childhood cancer. This year for Giving Tuesday, THON is partnering with Johnson and Johnson who will be matching donations throughout the day. So, as your act of generosity for the day, please consider clicking the link below to join us in the fight against childhood cancer today! #GivingTuesdayFTK

[Insert DonorDrive Link]

Twitter Post:

Happy Giving Tuesday! Today, please consider donating to THON™ and make a difference in the life of a child impacted by childhood cancer. Johnson & Johnson will be matching donations throughout the day to double your impact.

[Insert DonorDrive Link]

Email Template:

Dear [Recipient Name],

Happy Giving Tuesday! This year, please consider contributing to THON™ as one of your acts of generosity for the day. THON is the largest student-run philanthropy in the world and we are committed to enhancing the lives of children and families impacted by childhood cancer through financial and emotional support.

Today, Johnson & Johnson is partnering with THON to help kids and families battling childhood cancer by matching funds throughout the day to increase our impact. So, if you would like to join me in our fight today, please visit [Link to DonorDrive Page] to donate. You can also follow [Insert Organization Social Media or @THON] on Facebook, Instagram, and Twitter to see the incredible impact your donation makes in the life of a child.

FTK®,

[Insert Name Here]

Text Template to Send to Alumni from 12PM-1PM:

Hi [Recipient Name]! Happy Giving Tuesday! At Penn State, I am involved in THON™: the largest student-run philanthropy in the world and we are committed to enhancing the lives of children and families. For this day of giving, please consider making a donation to THON. As an alumnus of Penn State, you have the unique opportunity to double your impact towards THON by donating from 12-1PM as our partner Johnson & Johnson matches every donation 1:1 up to \$50. Please click the link below to make a difference in the life of a child today!

[Insert DonorDrive Link]