

THON™

GIVING  
TUESDAY

## GIVING TUESDAY 2022 TOOLKIT



### All Day Matching Funds

- ❖ Starting at 12AM, every 3<sup>rd</sup> donation will be matched 1:1 up to \$100 until \$25,000 are exhausted
- ❖ Starting at 12PM, every alumni donation will be matched 1:1 up to \$50 until \$5,000 are exhausted
- ❖ Starting at 6PM, every student self-donation will be matched 1:1 up to \$10 until \$5,000 are exhausted

### Social Media Challenge

The social media challenge will be split into two parts: one on Facebook and one on Instagram.

For Facebook:

- ❖ Volunteers will post the official Giving Tuesday graphic below
- ❖ Posts must be public and include the graphic
- ❖ Posts must include the hashtag #GivingTuesdayFTK

For Instagram:

- ❖ THON will post the Giving Tuesday graphic above
- ❖ To enter, volunteers will
  - Repost the post on their story
  - Comment by tagging 3 friends
  - Like the post

For each challenge, 5 random winners will win \$500 credited to their organization (10 total winners totaling \$5,000).

**Sample Caption:** Happy Giving Tuesday! Today, THON™ is partnering with Johnson & Johnson to help kids and families battling childhood cancer. The sponsor 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, here is a folder of options. Also, be sure to use photos from your own THON experiences if possible!

[https://pennstateoffice365.sharepoint.com/:f/s/THONPublicRelations/Eqz9vlf3\\_gdNk\\_T97ue-5BgBhuNlcyJRMnRkylyhI5m5pA?e=chyurC](https://pennstateoffice365.sharepoint.com/:f/s/THONPublicRelations/Eqz9vlf3_gdNk_T97ue-5BgBhuNlcyJRMnRkylyhI5m5pA?e=chyurC)

**Instagram Post:**

[\[Post the graphic, a photo of your own, or a photo from the folder above\]](#)

Happy Giving Tuesday! Today, THON<sup>™</sup> is partnering with a sponsor 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 & 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

The 2022 Penn State IFC/Panhellenic Dance Marathon  
Benefitting Four Diamonds, *Conquering Childhood Cancer*

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alumnus of Penn State, you have the unique opportunity to double your impact towards THON by donating from 12-1PM as our partner matches every donation 1:1 up to \$50. Please click the link below to make a difference in the life of a child today!

[\[Insert DonorDrive Link\]](#)