



memo

To: Our loyal supporters
From: Karen Vallecillo, Annual Giving Officer
Subject: #GivingTuesday toolkit

The Midnight Mission is once again joining #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide.

GivingTuesday is fueled by the power of social media and collaboration so we hope you will help in leading and explaining to people #whywegive

One of the best ways to get involved is in your own community. We've created a toolkit to help you spread the word as to why you're supporting TMM on #GivingTuesday. Please download the kit and share it on the different social media platforms. Follow and share your story using the hashtag #GivingTuesday.

Tag us on social media with the following handles;

Facebook: The Midnight Mission
Instagram: @themidnightmission
Twitter: @midnightmission

The #UNselfie, or the selfless selfie, is a powerful way to show how you are giving and why giving is important to you. How do I #Unselfie?

1. Take a "selfie" with a caption (or have it on a card in the picture) explaining how or why you and/or your friends are "giving" this year.
2. Always use the hashtags #UNselfie, #WhyWeGive and #GivingTuesday.
3. Post it to Instagram, Facebook and/or Twitter and share with friends!



Simple Ways to Spread the Love

Social Media Ideas

- Post an [#Unselfie](#)—a post on social media that shares a message about why you give back
- Create your own Peer to Peer fundraiser for supporting TMM on Facebook
- Change your Twitter display name to show your support for TMM
- Add an Instagram donate sticker to your story
- Add TMM's url link to your work or personal email signature.

Sample Social Media Messages

(Feel free to pair messages with provided social media posts.)

Twitter

- I'm showing my support for @midnightmission this Nov 29th for #GivingTuesday. Let's come together to support our communities around the world.
- I'm proud to stand with @midnightmission in raising awareness & support for unhoused individuals and families in our communities. Join me in giving back this #GivingTuesday
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good supporting @midnightmission on #GivingTuesday:

Facebook/Instagram

- This Nov 29, I'm joining forces with The Midnight Mission for #GivingTuesday. Let's create a wave of generosity by sharing how you will support unhoused individuals, and families this November.
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday!
- I'm joining forces with people and organizations in nearly every country for #GivingTuesday—a global day of giving and unity that will take place on Nov 29, 2022. Follow @givingtuesday for ideas and ways you can help.

LinkedIn

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