



Together
we give.



GIVING
TUESDAY

November 29, 2022

GIVING TUESDAY PROMOTIONAL TOOLKIT

Giving Tuesday is a global day of giving that occurs the Tuesday following Thanksgiving and harnesses the power of social media to inspire millions of people to give back.

This year, our goal is to raise a total of \$10,000. All funds raised go directly to supporting vital youth development programming that touches the lives of over 52,000 young people across the nation.

Thank YOU for making a difference!

3 EASY WAYS TO SUPPORT US ON GIVING TUESDAY:

1. Give a tax-deductible donation at www.congressionalaward.org/giving-tuesday. See webpage for info on donation thank you gifts.
2. Show your support for The Congressional Award on social media.
3. Spread the word about The Congressional Award to your family, friends, and colleagues.

SHOW YOUR SUPPORT FOR THE CONGRESSIONAL AWARD ON SOCIAL!

Social Media Graphics for [download + templates](#)

Facebook Fundraising [instructions + challenge](#)

(A great friendly competition between coworkers or family members!)

Follow and Tag Us:

 [The Congressional Award](#)  [TheCongressionalAward](#)  [The-Congressional-Award](#)  [theaward](#)

SEND YOUR FRIENDS, FAMILY, AND COLLEAGUES A PERSONAL INVITATION TO LEARN MORE ABOUT THE AWARD AND PARTICIPATE IN #GIVINGTUESDAY.

Your voice makes a difference. 56% of donors say they gave to a cause because a friend asked them.

Email + Text Message Copy

November 29 is Giving Tuesday – a 24-hour generosity campaign to support the organizations and causes we believe in. I am raising vital funds and awareness for one of my favorite nonprofits, The Congressional Award Foundation. Your gift helps advance a mission of encouraging initiative, service, and achievement in America's youth. Join me in the global day of giving with a tax-deductible contribution!

congressionalaward.org/giving-tuesday

GET SOCIAL ON GIVING TUESDAY

See our complementary graphics below!



CLICK TO DOWNLOAD!



GET SOCIAL ON GIVING TUESDAY

Pair these captions with the provided graphics to post about The Congressional Award on your social media channels.



FACEBOOK + LINKEDIN

Join me this **#GivingTuesday** in supporting @thecongressionalaward, Congress' award program for youth.

This nonprofit encourages personal goal-setting and community engagement in America's youth.

Give the gift of opportunity with a tax-deductible donation at congressionalaward.org/giving-tuesday.

Did you know that through @thecongressionalaward, more than **50,000 youth** have contributed over **9 million hours of service** to their local communities?

Your #GivingTuesday donation helps continue this tradition of servant leadership.

Will you help build tomorrow's leaders, today with a tax-deductible gift?

congressionalaward.org/giving-tuesday

INSTAGRAM

Today is **#GivingTuesday**, a global generosity movement that reminds us all to give whether it's our time, talent, or a donation. I'm choosing to support @thecongressionalaward, US Congress' award program for youth.

This public-private partnership is open to ANY youth ages 13 ½ 23 and fosters citizenship in our next generation of leaders.

You can make an impact today with a gift at congressionalaward.org/giving-tuesday

TWITTER

Help fuel @theaward's mission of encouraging and recognizing initiative, service, and achievement in America's youth this **#GivingTuesday**.

Will you help build tomorrow's leaders, today, with a tax-deductible gift?

congressionalaward.org/giving-tuesday

SPREAD THE WORD ON GIVING TUESDAY

General Message Template

Hello! Please consider supporting the Congressional Award Foundation for Giving Tuesday this year. Your support helps the youth of America learn valuable skills, such as goal setting and leadership. The Congressional Award empowers youth by recognizing achievement in four areas--voluntary public service, physical fitness, personal development, and expedition/exploration. This award empowers young adults like me to become better leaders and contributors to our communities. We would appreciate any support - Visit congressionalaward.org/giving-tuesday to make a difference today!

Participant Email Template

Hi there!

I hope this email finds you well. I am currently a participant of the Congressional Award, one of the nation's most prestigious awards for youth. I wanted to reach out to you and let you know of the benefits of this amazing organization.

The Congressional Award recognizes youth based on their achievements in four categories- - voluntary public service, physical fitness, personal development, and expedition/exploration. Each participant sets goals in these categories based on their interests. For example, I am [insert a goal here] in order to improve my [takeaway] for my [category name]. This award has helped me develop skills such as [takeaways] that are valuable lessons not necessarily taught in schools.

If you would like to support me and the youth of America, please consider making a donation to the Congressional Award Foundation for the upcoming Giving Tuesday fundraiser. The Congressional Award needs support from activists like you to continue their work and empower the next generation of leaders.

Either:

1. I am accepting donations on my Facebook page [link to Facebook fundraiser]. I would appreciate any contribution you could make!

2. Go to congressionalaward.org/giving-tuesday to donate today; every contribution is appreciated!

Thank you for your time and support!

Sincerely,
[Participant Name]