



GivingTuesday 2022 Social Media Toolkit for Resilience

GivingTuesday 2022 – November 29, 2022



RESILIENCE
EMPOWERING
SURVIVORS
ENDING SEXUAL
VIOLENCE

Follow us @ResilienceChi



Instagram



Twitter

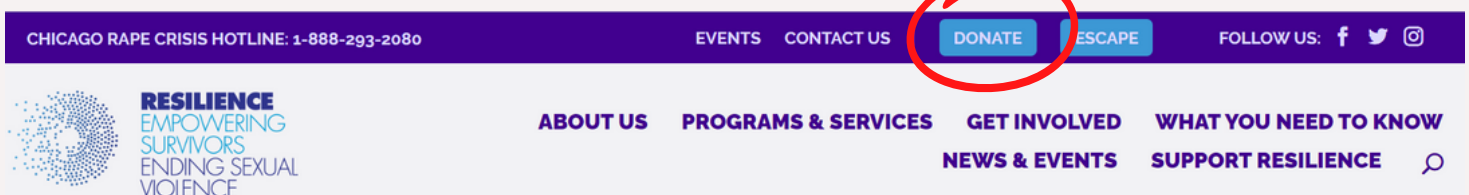


Facebook



LinkedIn

Donate through our website



Go to ourresilience.org and click the blue “Donate” button at the top of the page or go directly to resilience.salsalabs.org/donate/index.html

Thank you for helping Resilience
this GivingTuesday!



High-level messaging

GivingTuesday

is a global day of generosity that will take place on November 29, 2022. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past ten years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. Through programs, outreach, and support, Resilience strives for a world free of sexual violence for everyone. Participate in GivingTuesday by giving to Resilience's mission to empower survivors and end sexual violence.

Resilience's Mission

Resilience is an independent, not-for-profit organization dedicated to the healing and empowerment of sexual assault survivors through non-judgmental crisis intervention counseling, individual and group trauma therapy, and medical and legal advocacy in the greater Chicago metropolitan area. Resilience provides public education and institutional advocacy in order to improve the treatment of sexual assault survivors and to effect positive change in policies and public attitudes toward sexual assault.

Sample post

Copy and
paste this!



- Today is #GivingTuesday, and I'm participating by raising funds to support Resilience. Resilience is an organization dedicated to the healing and empowerment of survivors of sexual violence. [Why you love us!] Please help me reach my goal of \$____. I'm already ____% of the way there. Go to [ourresilience.org](https://resilience.salsalabs.org/donate/index.html) and click donate or click here: <https://resilience.salsalabs.org/donate/index.html>. Thank you!

Social media tips

- Set and communicate your fundraising goal and any progress you make. Tell people why you [serve on the Board/Associate Board/are a volunteer/staff member/supporter] and why you care about our mission.
- Please tag us at @ResilienceChi on Instagram so we can share and amplify your posts and stories.

Use our GivingTuesday graphics

- Get creative! Create your own shareable images using Canva or another free program or share a photo from a past Resilience event.
- [GivingTuesday created a set of templates you can customize here.](#)
- Reshare, repost, retweet, or story any of our existing posts about Giving Tuesday from Resilience's social media.



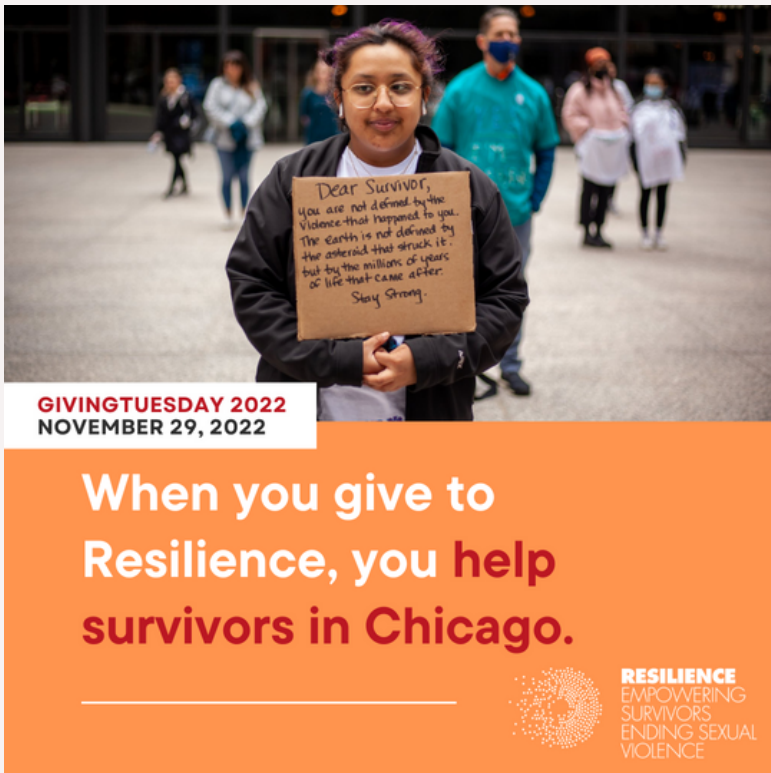
[Click here to download the above GivingTuesday image.](#)
(Sized for Instagram).



[Click here to download the above GivingTuesday image.](#)
(Sized for Instagram Stories).

View and download more social media images on the next page.

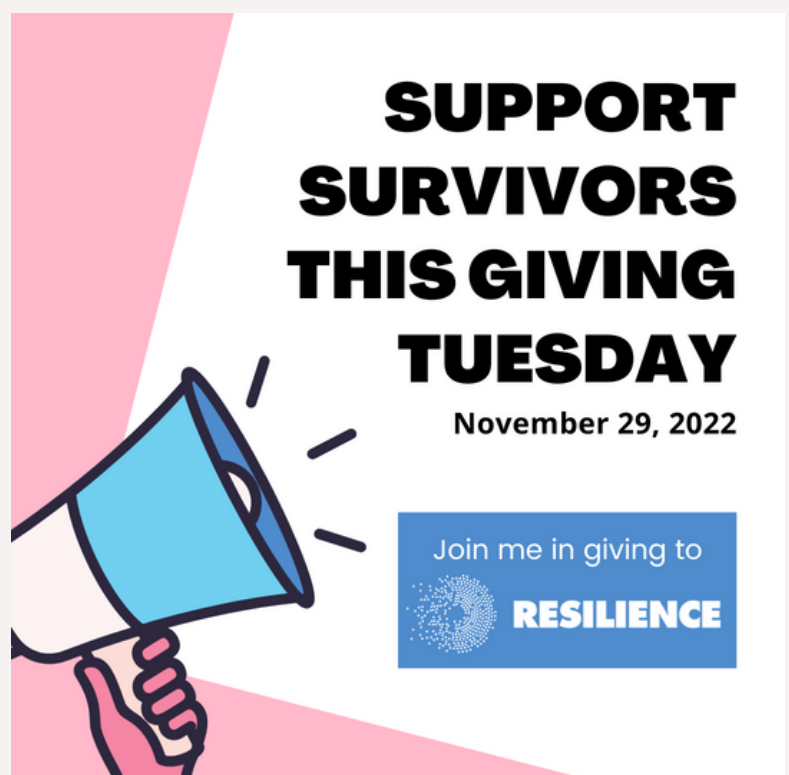
Use our GivingTuesday graphics



[Click here to download this GivingTuesday image \(sized for Instagram\).](#)




[Click here to download this GivingTuesday image \(sized for Instagram\).](#)



Sample Instagram posts

- #GivingTuesday is an opportunity for people around the world to stand together in unity—let's rally to support survivors! Please consider donating to @ResilienceChi, a Chicago nonprofit dedicated to empowering survivors and ending sexual violence. Visit ourresilience.org to donate #OurResilience
- In honor of #GivingTuesday I am supporting @ResilienceChi. Last year alone, Resilience served over 14,000 individuals through free Legal and Medical Advocacy, Education & Training and Trauma Therapy programs. They met over 700 survivors in the Emergency Room of their partner hospitals, reached over 6,000 Chicago Public School students ranging from kindergarten through 12th grade through their prevention education program, and provided individual, couples, group, and family therapy and art therapy to survivors and their loved ones when they needed it the most. Join me in donating so they can reach even more survivors! Visit ourresilience.org to give and learn more. #OurResilience
- Instagram tip: Swap out your Instagram bio for a call to action to donate to Resilience and/or our link to donate.
- To create an Instagram fundraiser, create a post using any image or video you'd like, then select "Add Fundraiser", select Resilience, and edit your goal amount before sharing.
- [To learn how to use the Instagram donate sticker, click here.](#)

Create a Facebook fundraiser



- Creating a Facebook fundraiser to support Resilience is a great way to reach your network. It provides a simple and convenient way to donate.
- [Click here for directions on how to create a Facebook fundraiser. It's easy!](#)
- You can set your own goal and when you'd like the fundraiser to end. Facebook will autogenerate all the details and you'll have the option to edit them before it's posted.
- [If you are not on social media, you can also start a peer-to-peer fundraiser by clicking here.](#)

Sample Facebook posts

- Everyone can have an impact on #GivingTuesday! Join Resilience on November 29 by pledging your time, skills, voice, dollars to support their mission of empowering survivors and ending sexual violence. Learn more at ourresilience.org.
- Save the date: #GivingTuesday is November 29! @ResilienceChi is proud to be part of this global celebration of giving. Visit ourresilience.org to donate or click here: <https://resilience.salsalabs.org/donate/index.html> #OurResilience
- This Nov 29, I'm joining forces with people and organizations around the world for #GivingTuesday. Let's create a wave of generosity by sharing how you will support nonprofits, individuals, and organizations this November.
- Facebook tip: Use the GivingTuesday Facebook profile frame or change your cover photo to help promote the day.

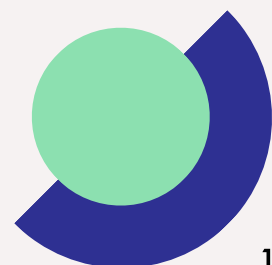
Sample tweets

- 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 giving to @ResilienceChi. Join me and donate here:
<https://resilience.salsalabs.org/donate/index.html>
- Mark your calendar! November 29 is #GivingTuesday. Join @ResilienceChi and visit ourresilience.org to help support survivors and end sexual violence. #OurResilience
- Leave a <3 if you'll join me in supporting @ResilienceChi today! Donate at ourresilience.org. #GivingTuesday #OurResilience
- We've had Black Friday & Cyber Monday but don't forget about #GivingTuesday! This year I'm supporting @ResilienceChi, an organization that means a lot to me. To join me and make a donation, visit
<https://resilience.salsalabs.org/donate/index.html>
#OurResilience
- Twitter tip: Change your Twitter display name to Support Resilience for #GivingTuesday.

Sample LinkedIn posts



- Everyone can have an impact on #GivingTuesday! Join @ResilienceChi on November 29 by pledging your time, skills, voice, or dollars to support survivors and end sexual violence. Give at ourresilience.org. #OurResilience
- It's #GivingTuesday! Please join me in supporting @ResilienceChi, an organization dedicated to the healing and empowerment of sexual violence survivors in Chicago. Visit ourresilience.org to donate. #GiveResilience
- LinkedIn tip: Tag your fellow Associate Board/volunteers/staff in your posts!



After GivingTuesday, Thank You Wednesday

The day after GivingTuesday is Thank You Wednesday (November 30). Thank all the people who participated in your fundraisers or gave to Resilience because you invited them to!

THANK YOU for helping us build a better world for survivors and being ambassadors to our cause!

You can download and post this image below on your social media on Thank You Wednesday!



[Click here to download the above thank you image.](#)

Check out all the other ways you and your networks can **get involved** for GivingTuesday & beyond:

Shop with AmazonSmile

Visit AmazonSmile and set Resilience as your recipient. AmazonSmile is the same convenient way to shop on Amazon plus they will donate 0.5% of eligible purchases to Resilience with no additional fees or costs.

Follow us and share our posts on social media

You can help spread the word. Follow our Instagram, Facebook, LinkedIn, and Twitter. Your engagement online helps expand our reach far and wide to grow our audiences and make sure that more people know about the help that is available to them and their loved ones.

Get involved

Become a volunteer, or join our Associate Board or Board of Directors. Visit our Get Involved page to learn more about these roles and what volunteering entails.

Employer match

Check to see if your workplace offers donation matching. Many employers do and then your donation can be multiplied!

Start your own fundraiser

Facebook makes it simple to create your own fundraiser, and it doesn't have to be your birthday! You can also use the Instagram donate sticker on stories, making it simple and quick for your followers to just tap and donate. If you're interested in hosting an in-person fundraising event, contact us!

Donate today

No amount is too small. Each dollar helps us to continue providing our programs and services, Medical and Legal Advocacy, Trauma Therapy, and Education and Training, for free to survivors and their loved ones. You can donate here.



Thank you!

Questions?

Contact Miranda Ehmke at mehmke@ourresilience.org
or Amy O'Keeffe at aokeeffe@ourresilience.org.

Find resources, logos, and more at givingtuesday.org

THANK YOU for your support!
Your participation and
ambassadorship are invaluable!



RESILIENCE
EMPOWERING
SURVIVORS
ENDING SEXUAL
VIOLENCE

ourresilience.org