



#GI  ING TUESDAY  
TOOLKIT

## ABOUT THIS TOOLKIT

Celebrated on the Tuesday following Thanksgiving, and the widely recognized shopping events Black Friday and Cyber Monday, **#GivingTuesday** is an annual kick-off to the charitable season, when many focus on their holiday and end-of-year giving.

Since its inaugural year in 2012, **#GivingTuesday** has become a global movement that celebrates and supports giving and non-profit organizations like Augie's Quest to Cure ALS. We are so appreciative of your interest in supporting us this **#GivingTuesday**!

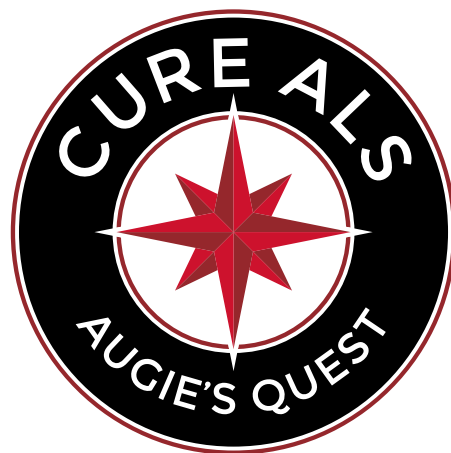
For **#GivingTuesday** 2018, Facebook is partnering with PayPal to match a total of up to **\$7 million** in donations, up to \$250,000 match made on Facebook to eligible US-based 501(c)(3) nonprofits. We are excited at the opportunity to receive these matched donations and make November 27 an even bigger day for Augie's Quest!

In this toolkit, we provide a step-by-step guide for how you can create a Facebook Fundraiser and make this the best **#GivingTuesday** in the fight to **#endALS** yet!

We have created sample social media posts and images to make it easier for you to spread the word!

We are also accepting donations [here!](#)

Thank you for joining us on our Quest this **#GivingTuesday**!



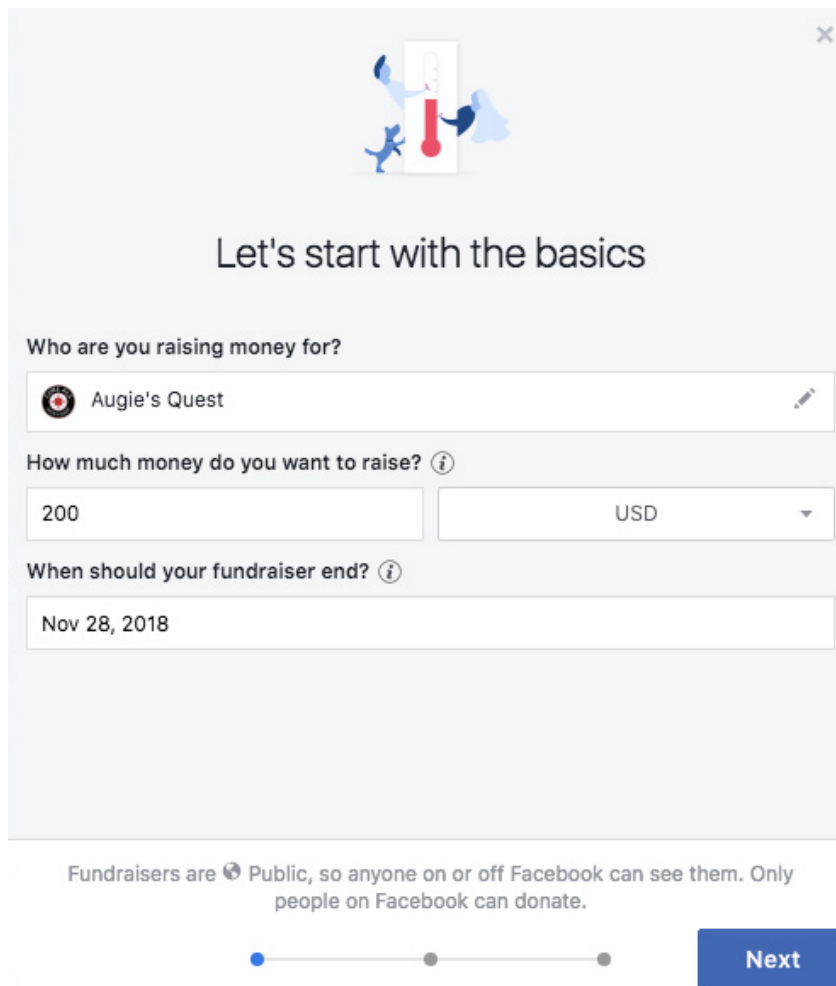
## FACEBOOK FUNDRAISING

It's easy to host a Facebook Fundraiser for Augie's Quest this **#GivingTuesday**! Follow the steps below:

1. Visit <https://fb.com/fund/augiesquest1/> online to start your Fundraiser!


A box will automatically appear that says 'Let's start with the basics,' and Augie's Quest will be pre-selected as your charity of choice.

You can then create your personal fundraising goal, and select the date your fundraiser will end. To conclude your Fundraiser after **#GivingTuesday**, select 'November 28, 2018.' Or keep yours open for longer! Once this is completed, click 'Next!'



The screenshot shows a Facebook fundraiser setup interface. At the top, there is a close button (X) and an illustration of a person holding a red thermometer. The main heading is "Let's start with the basics". Below this, there are three sections:

- Who are you raising money for?**: A dropdown menu with "Augie's Quest" selected.
- How much money do you want to raise?**: A text input field containing "200" and a currency dropdown menu set to "USD".
- When should your fundraiser end?**: A date picker field showing "Nov 28, 2018".

At the bottom, there is a note: "Fundraisers are  Public, so anyone on or off Facebook can see them. Only people on Facebook can donate." Below the note is a progress indicator with three dots, the first of which is filled. To the right of the progress indicator is a blue "Next" button.

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## 2. 'Tell your story'

In the second step of creating your fundraiser, you have the opportunity to share why you selected Augie's Quest as your charity of choice. To begin, you will select a title for your fundraiser. Suggestions might include:

- Giving Tuesday 2018 - Support Augie's Quest to Cure ALS!
- Give to Augie's Quest for Giving Tuesday
- Join <insert company> in our fight against ALS!

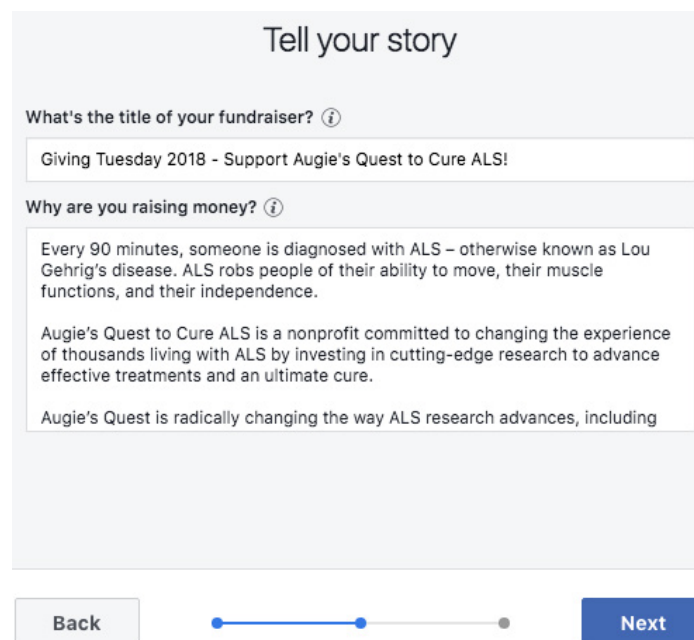
You are then asked, 'Why are you raising money?' If you have a personal connection to ALS, we encourage you to share your experiences, your company's cause efforts and why our work matters to you. One example of this section can be found below:

*Every 90 minutes, someone is diagnosed with ALS – otherwise known as Lou Gehrig's disease. ALS robs people of their ability to move, their muscle functions, and their independence.*

*Augie's Quest to Cure ALS is a nonprofit committed to changing the experience of thousands living with ALS by investing in cutting-edge research to advance effective treatments and an ultimate cure.*

*Augie's Quest is radically changing the way ALS research advances, including one of the most promising drug treatments yet, AT-1501. ALS isn't incurable; it's only underfunded. This Giving Tuesday, please consider joining me in the Quest to beat ALS once and for all!*

Once this section is completed, you can click 'Next!'



The screenshot shows a web form titled "Tell your story". It has two main sections. The first section is "What's the title of your fundraiser?" with a text input field containing "Giving Tuesday 2018 - Support Augie's Quest to Cure ALS!". The second section is "Why are you raising money?" with a text area containing three paragraphs of text, which are the same as the examples provided in the document. At the bottom of the form, there are "Back" and "Next" buttons, and a progress indicator showing the current step is completed.

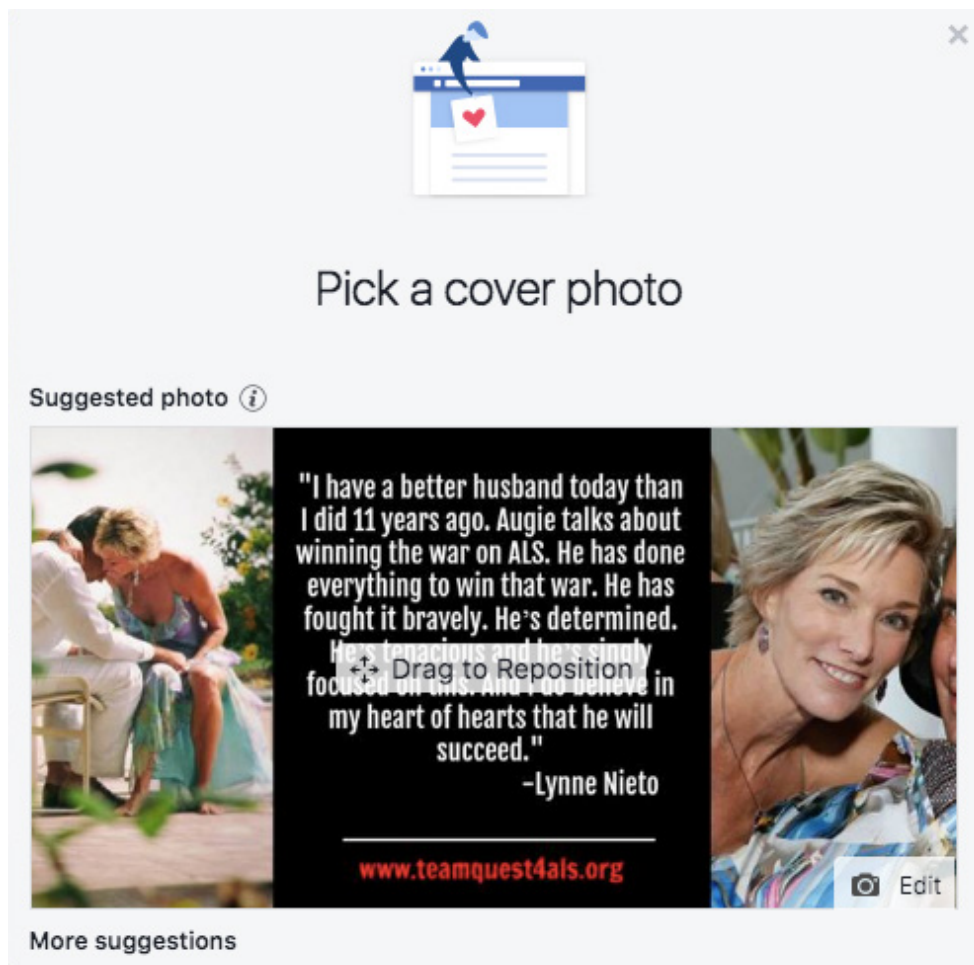
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### 3. Pick a cover photo and launch your fundraiser!

The final step is to select a cover photo for your fundraising campaign. Click 'Edit' in the bottom right-hand corner and select your own photo, or use **#GivingTuesday** and Augie's Quest themed photos available for download [HERE!](#)

Once you like your cover photo, you will be all set to click 'Create' and launch your fundraiser!

Next in this toolkit, you will find some sample social media posts to help you spread the word about your campaign!



Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.

Back

Create

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**Instagram:** Use Giving Tuesday photos, which you can download [here!](#)

Please add <https://give.classy.org/AugiesQuestDonation> into your Instagram bio!

- Every 90 minutes, someone is diagnosed with ALS. This #GivingTuesday, please join me and @augiesquest in our fight to end ALS for good! Link in bio to donate! #MyGivingStory #EndALS #AugiesQuesttoCureALS
- *ALS isn't incurable; it's only underfunded.* This #GivingTuesday, #MyGivingStory is about the incredible work at @augiesquest! Join the quest today! Link for donation is in my bio! #EndALS #AugiesQuesttoCureALS
- Happy #GivingTuesday! I hope you will consider contributing to @augiesquest and their important work in ALS research. You can donate through the link in my bio! #EndALS #AugiesQuesttoCureALS #MyGivingStory



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**THANK YOU!**