

YOU CAN BE THE
FACE
OF CHANGE



GIVING
— TOGETHER ON —
GIVING
TUESDAY



NOV. 30
2021

Giving Tuesday Toolkit

2021 Combined Federal Campaign

#GivingTuesday, the first Tuesday after Thanksgiving, marks the beginning of the holiday giving season and has become a global day of philanthropy.

Use the resources in this toolkit to promote giving together on #GivingTuesday and make Nov. 30 the most successful online giving day of the campaign.

TIP: To download each resource, click the

>> GREY BOX

Table of Contents

<u>Communications</u>	Page 3
<u>Email Signature Badge</u>	Page 4
<u>Social Media</u>	Page 5
<u>Flyer</u>	Page 6
<u>Banner & Splash Screen</u> ...	Page 7
<u>Materials</u>	Page 8

Communications



>> [Pre-Giving Tuesday Email](#)

>> [Giving Tuesday Email](#)

Download, customize, and send the Giving Tuesday emails to all personnel in your agency.

Attach the [Email Signature Badge](#) to the Giving Tuesday communications for all donors who gave on this day dedicated to philanthropic giving.

>> [Leadership Email – Mid Campaign](#)

>> [Leadership Memo – Mid Campaign](#)

>> [Leadership Speech – Mid Campaign](#)

Email Signature Badge

“Once you’ve made your Giving Tuesday pledge, download and add this badge to your email signature to inspire your colleagues to be the face of change!

Thanks for helping make this the most successful day of the 2021 CFC!”

Promote the Email signature badge in your Giving Tuesday communications.

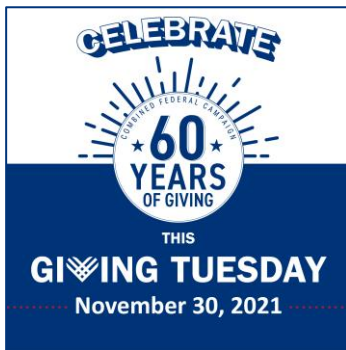
Copy and paste the message below into our pre-written emails or share it as a standalone message on social media and internal channels (like Slack or Teams).



[>> Email Signature Badge](#)

Social Media

Promote giving together on Giving Tuesday via your agency social media channels. Encourage and invite your colleagues to make a pledge or increase their donations on #GivingTuesday.



>> Giving Tuesday Image 1



>> Giving Tuesday Image 2



>> Giving Tuesday Image 3



>> Giving Tuesday Image 4



>> Giving Tuesday Animation



>> Giving Tuesday Content

Flyer

Giving online is our favorite way to change the world!

Print and distribute this flyer or attach it to one of your emails to highlight the 5 great reasons to give online through the CFC.

YOU CAN BE THE
FACE OF CHANGE  **5 GREAT REASONS TO**
GIVE ONLINE

Giving online is our favorite way to change the world through the CFC! The online pledge system is:


COMPREHENSIVE Select from all available payment methods in addition to payroll deduction – like credit card or e-check – and give to an unlimited number of charities online. 	QUICK Renew each year with the click of a button once you've set up your initial pledge. Shorten the processing time for your pledge to have it show up sooner on your unit report. 	FLEXIBLE Change your recurring pledge (credit, payroll or annuity) up until the last day of the campaign solicitation period. 
SECURE Take comfort knowing that the online pledge portal meets all federal security standards. Your personal information is not exposed, and the CFC securely links to all payroll service providers. 	GREEN Reduce paper waste and help the environment by submitting your pledge online. 	

  **DONATE TODAY AT GIVECFC.ORG**
HOSTED BY THE U.S. OFFICE OF PERSONNEL MANAGEMENT

>> [Giving Tuesday Flyer](#)

Banner & Splash Screen

Incorporate the Giving Tuesday banner, splash screen, and other images across your internal channels: intranet site, electronic displays in your building, emails to staff, and bulletin boards or other high traffic areas.

Giving Together On  **GIVING TUESDAY**



..... November 30, 2021

EVENT TITLE PLACEHOLDER

DATE:
Wednesday, Sept. 1

TIME:
1:00 p.m.

LOCATION:
Main Conference Room

  **GIVECFC.ORG**

Giving Together On  **GIVING TUESDAY**

..... November 30, 2021

>> Giving Tuesday Splash Screen

>> Giving Tuesday Banner


Campaign Materials




>> [QR Code
GiveCFC.org](https://www.GiveCFC.org)



>> [QR Code
Charity Search](#)

YOU CAN BE THE **FACE OF CHANGE**  **HOW TO GIVE**



OUR FAVORITE WAY TO GIVE!

ONLINE

- 1) Visit [GiveCFC.org](https://www.GiveCFC.org) and click DONATE.
- 2) Create an account or log in to your existing account.
- 3) Complete or update your profile:
 - a. Enter the ZIP code of your office to access the correct list of units/offices.
Our office ZIP code is:
 - b. Enter your CFC unit code to automatically populate the Department/Agency/Office selections.
Our CFC unit code is:
- 4) Search for the charities you want to support.
- 5) Make your pledge by selecting your designated charities and allocating funds or volunteer hours.

>> [How to Give Card](#)

YOU CAN BE THE **FACE OF CHANGE** 



How To Pledge Online

Click "DONATE" on [GiveCFC.org](https://www.GiveCFC.org) to get started.

  [GIVECFC.ORG](https://www.GIVECFC.ORG)

>> [How to Give Online](#)