



GIVING TUESDAY

WATERLOO REGION NOV. 28, 2017



**Business
Toolkit**

Business Toolkit

Step One Register and let us know you want to be involved:
<http://givingtuesdaywr.ca/get-involved/>

Step Two Decide how you can give. Here are some ideas!

1. Matching Donations

Select a charity or non-profit (there are over 100 organizations on our website including arts organizations and school groups) and commit to matching all the donations or up to a specific dollar value (i.e. up \$500) that the charity receives on GivingTuesday. Promote your Matching Donations offer on social media and traditional media to inspire others to offer Matching Dollars and for supporters to donate.

2. Social Media Campaign

Create a one-day Twitter campaign to drive awareness and donations to the charity of your choice. For example, create a Tweet or a #hashtag and then for every Retweet pledge to donate \$1 to your charity. You can set a maximum amount.

3. Staff Campaign

Pick a charity and run an internal staff campaign to raise awareness and donations. You can set this up any way that works for you! You might do payroll deductions, collections of spare change, 50/50 draws, bake sales or any other idea that works for your business.

4. Collection Jars

Do you have a retail store? If so, you might select a charity and put a collection jar on your cash counter for the month or week leading up to GivingTuesday.

5. Volunteering

Contact a charity and ask if they could use the help of a group of your staff for one day or half a day.

6. Food Drive/Blood Drive

Your office could collect food to donate or arrange to bring Canadian Blood Services to your office for a day so people can donate.

One of the goals of the GivingTuesday Waterloo Region campaign is to encourage giving and philanthropy year round. Can your business find a charity that is a good match and partner on various events and campaigns throughout the year that culminate on GivingTuesday?

Need help finding a charity or non-profit that you can support? More than 100 local organizations are listed on our website:

<http://givingtuesdaywr.ca/donate>

Step Three **Promote GivingTuesday on social media!**

GivingTuesday is a huge awareness campaign. The more people talk about giving, the more everyone will be encouraged to think of their favourite charity and find a way to give back.

- Point people to **<http://givingtuesdaywr.ca>**



- Follow us on Twitter **@GivingTuesdayWR** and always include the hashtag **#GivingTuesdayWR** in your Tweets!



- Like us on Facebook **<https://www.facebook.com/GivingTuesdayWR>**



- Follow us on Instagram **@givingtuesdaywr** and always include the hashtag **#GivingTuesdayWR** in your posts!