



GIVING TUESDAY

December 1, 2020 | Program Toolkit



Thank you!

We are so grateful to you for stepping up to lead a #GivingTuesday campaign for One Girl Can. Thank you for championing gender equality and inspiring your team and colleagues to take action to make our world a more gender-equal place for all.

This toolkit will provide ideas and thought starters on how to run a workplace campaign for #GivingTuesday. We can't wait to see what you'll accomplish!



What's Giving Tuesday?

#GivingTuesday, on December 1, 2020, is a global movement for giving, taking place each year on the first Tuesday after Black Friday.

The opening day of the giving season, it's a time when charities, companies and individuals join together and rally for important causes. In the same way that retailers take part in Black Friday, the giving community comes together for #GivingTuesday.

There is no one way to contribute to #GivingTuesday. We encourage you to be creative and do what aligns best with your company. The most important thing is to have fun and build connections with your team while contributing to a good cause!



Fundraising Ideas

Your #GivingTuesday campaign for One Girl Can can be a great way to boost staff morale and build stronger and engaged teams. The more you inspire your team about your #GivingTuesday initiative (and have fun doing it), the more success you will have!

Here are some fundraising ideas that can be adapted or done virtually.

Acts of Service Auction

Each employee may have a skill set and talent that co-workers don't know about. Auction off these talents! Maybe someone can donate an hour of garden work, bake a cake, or help with web design.

Baby Picture Contest

During a staff Zoom call, hold a contest to identify your fellow colleagues using their baby pictures. Try to include pictures from a wide group of employees and senior management team. Sell chances to guess which baby is which!

Bonus Vacation Day

Hold a raffle, sell tickets for \$10-20 and the prize is an extra day off work!

Competition between Branches

Stoke the flames of competition by competing against other company locations to see which branch can raise the most money for charity. Winning branch wins a special prize.

Dress up the Boss

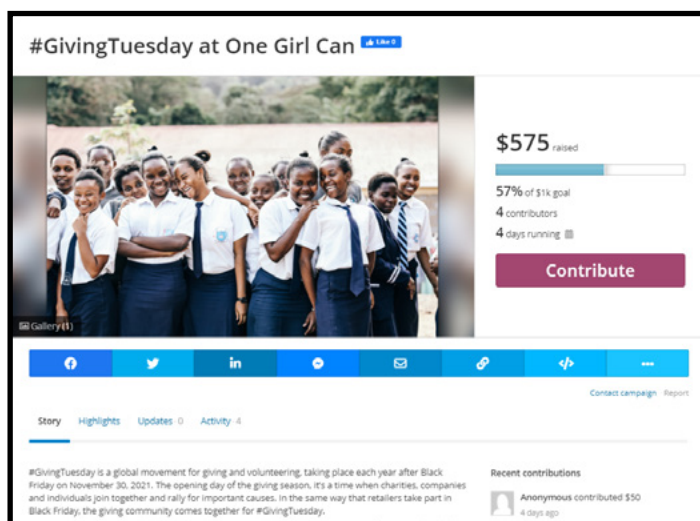
Including management is a great way to boost employee engagement. Set specific goals and have senior management dress up in silly costumes once targets are met.

Fitness Challenge

Arrange an online group fitness class and charge an entry donation to participate. Or, organize a run and have employees take \$10 pledges for every kilometre run.

Run an Online Fundraiser

Let us set up an online fundraising page customized to you! Online fundraisers (Fundrazr) are great and effective because it allows you to share to all your social platforms and it makes giving easy and accessible! To set up a page, please reach out to info@onegirlcan.com.



Wine Survivor

Compete against your colleagues to win all the wine! To play, an employee needs to bring a bottle of wine (\$15-20), a business card and pay an entry donation to participate. Pull one or more business cards per day and send an email to participants with the withdrawn names. The last name remaining wins all the wine! (Other items also work.)

For more fundraising ideas and support, reach us at info@onegirlcan.com.

Tips to Get Started



Brainstorm

Decide what type of event you want to hold. The possibilities are truly endless, so feel free to be creative!



Set a Goal

What are you aiming to accomplish? Consider setting a fundraising goal so your team has something to work towards!



Create a plan

Consider drafting a timeline, and identifying what resources and team support is needed to carry out your fundraiser successfully.



Promote your event

Spread the word about your event! Use your networks to raise awareness and get your friends, family and community involved!



Celebrate!

Once your fundraiser is over, make sure to celebrate your success and thank your colleagues, friends and family for participating!



\$3500 sends a girl to one year of university and provides a laptop and living expenses.

\$500 sends a girl to one year of high school with boarding.

Tips to Promote your Event

Whether it's to raise awareness for your #GivingTuesday campaign or to encourage donations, social media is a powerful tool to do just that!

Here are a few ways you can leverage your social media to amplify your campaign.

Create a catchy campaign name!

Establish a catchy name or title for your event so it captures the attention of your colleagues, friends and family.

Utilize hashtags

Hashtags help social media users see your post. Consider creating a hashtag specific to your campaign and use generic ones to increase your exposure!

Examples:

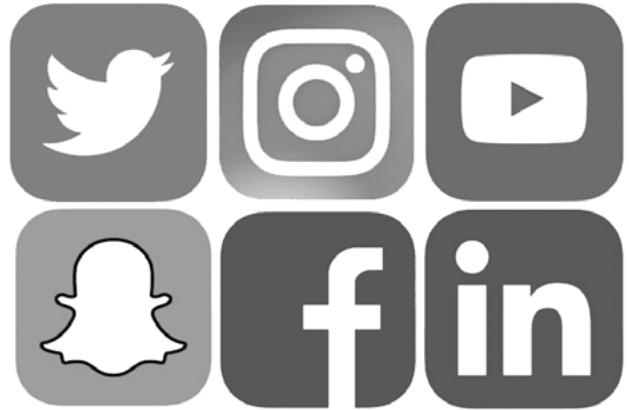
#OneGirlCan #fundraising #socialgood
#genderequality #girlseducation
#girlsrights #fightforparity
#femaleleadership #educationforall

Share the impact

Along with sharing the good you're doing, remember to share the difference that supporters can make by contributing. Consider telling a One Girl Can story, make sure it conveys urgency and always include a call to action.

Say thank you!

It is incredibly important to thank all those who participated and supported your #GivingTuesday campaign. This is key to a successful campaign and may encourage them to support your next initiative.



Platforms to Use

Instagram

Capture your event as it unfolds! Photos and Instagram videos help tell your story and can be a great way to raise awareness, and encourage online donations. It also spreads the goodwill your company is doing for the community!

Facebook

If you have an online fundraising page, post a link to your Facebook and share it with your community. Different groups use different social media platforms so be sure to customize your message for each audience.

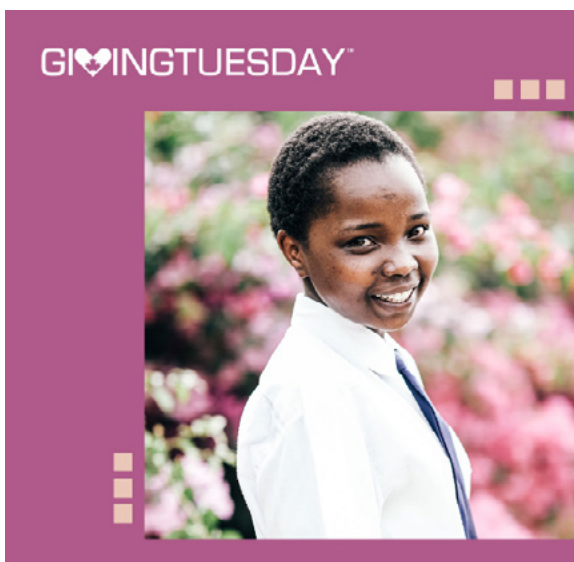
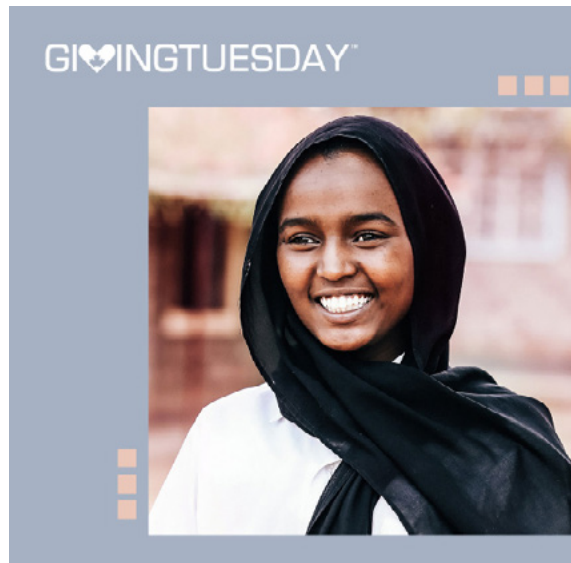
LinkedIn

Why not share your event with your professional networks!

Company and Employee Social Channels

Encourage your employees to engage with the campaign by sharing the initiative in your company channels and creating a space to talk about gender equality.

Social Media Graphics



One Girl Can Resources

We Believe (5:11)
<https://www.youtube.com/watch?v=Paj6CFhoVzU>

We EmpowHER (5:29)
<https://www.youtube.com/watch?v=JndOV4cOpBQ>

Download more social media graphics, example captions and your marketing toolkit [here!](#)

Sample Emails

Making the Ask

Dear [NAME],

Investing in girls' education transforms communities, countries and the entire world. Girls who receive an education are less likely to marry young and more likely to lead healthy, productive lives. They earn higher incomes, participate in the decisions that most affect them, and build better futures for themselves and their families.

Girls' education strengthens economies and reduces inequality. It contributes to more stable, resilient societies that give all individuals – including boys and men – the opportunity to fulfil their potential.

Yet, around the world, 132 million girls are out of school.

This is why I am supporting One Girl Can this #GivingTuesday to provide girls in Kenya the opportunity to access education and realize their potential. Will you support me by donating \$50 to my fundraiser?

Thank you for providing this life-changing gift of education, and taking a stand against gender inequality.

Sincerely,
[NAME]

Thank you for Donating

Dear [NAME],

Thank you for donating to my fundraiser. Your generosity inspires me to keep up my fundraising efforts, and achieve my goal of [FUNDRAISING GOAL]. Please know that your donation is supporting a cause that is near and dear to me - creating equal opportunities and brighter futures for women and girls in Kenya.

To learn more about the cause you're supporting, visit www.onegirlcan.com.

Thank you!
[NAME]

How to Submit your Donation

Thank you for supporting One Girl Can. Once you are ready to submit your donation, feel free to pick the best option for you!

Method of Payment	Instructions	Tax Receipting
Cheque Donation	Please write cheque to “One Girl Can Society” and mail to: 14 King Edward St, Coquitlam, BC V3K 0E7 Canada	We will issue a tax receipt upon receiving your donation. Please be sure to provide your full name and address required for a tax receipt.
Online Donations collected through your fundraising page (Fundrazr)	Breathe easy because donations made through Fundrazr come directly to One Girl Can.	Donations made through Fundrazr are immediately issued tax receipts.
Online Donations through our website	Submit your donation through our online Donation Form here .	Tax receipts are immediately issued when you submit a donation through our website.
Donations by Phone	Call us to process your donation by credit card. Reach us at 604 294 8870 ext. 116	We will put your donation through our online Donation Form, which will immediately issue a tax receipt.

All donations received by the end of December will be matched by The Reed Family's Quasar Empowerment Fund (up to \$10k).

Questions? Email us at info@onegirlcan.com or call 604 294 8870 ext. 116.

Thank you
for participating in
#GivingTuesday!



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