

# GIVING TUESDAY

East Side House  
SETTLEMENT



**NOVEMBER 2022**





## WHAT IS GIVING TUESDAY?

Giving Tuesday is an annual day of fundraising for nonprofits that occurs every year on the Tuesday following Thanksgiving. East Side House participates in this day of giving to raise awareness for our mission:

**East Side House cares for the individuals, families, and communities we serve by expanding opportunities to live more fulfilling lives through education, career, and supportive services.**

## OUR GOAL

The goal is to raise **\$10,000** for East Side House on 11/29/2022

## HERE IS HOW YOU CAN HELP

Become a **Giving Tuesday East Side House Ambassador!**

This year has been yet another challenging year. You may not realize it, but as a member of East Side House, YOU make a difference in people's lives, and YOUR hard work and dedication are extremely impactful to the community and the people we serve. By sharing your time and talents, you're giving students a support system that guides and encourages them, you're making sure homebound adults don't go hungry, and you're giving hope to people looking for employment.

**We couldn't do this work without YOU and the generous donors who invest in our vision of providing opportunities for our community.**

By sharing our generosity, we inspire others to give back, too. Join East Side House on social media this year on Giving Tuesday, Nov. 29th, and share how your work makes a profound difference. Let your voice encourage others to do the same.

## As a Giving Tuesday Ambassador, **here are three easy ways you can make an impact:**

### CONNECT ON SOCIAL MEDIA | SHARE, POST, & TWEET



@eastsidehouseinc



EastSideHouse337



@EastSideHouse33

Post an unselfie telling your friends why you support us (An unselfie is just like a selfie, but with a generous twist. Take a photo of yourself holding a sign that tells your followers why East Side House is important to you #GivingTuesday)

### PRINT & POST YOUR "UNSELFIE" ON SOCIAL MEDIA

We will be talking about #GivingTuesday on and before November 29, and we need your help to spread the word!

We encourage you to share, retweet, and like our #GivingTuesday posts that will use the hashtag **#ESHGives**.

Feel free to use the sample posts below or add a personal touch!

### SPREAD THE WORD

E-mail your friends and family to support your work.



## RESOURCES

- **GIVING PAGE**
- **SOCIAL MEDIA TOOLKIT**
- **UNSELFIE**



# Sample Social Media Posts

## **November 15: Save the Date**

Save the date! #GivingTuesday is on November 29 this year. Consider supporting East Side House and you'll be supporting me and my work.

## **November 22: Save the Date**

With Black Friday and Cyber Monday right around the corner, it can be easy to get caught up in all of the shopping. #GivingTuesday is your chance to give back! On November 29, consider giving to @EastSideHouse; your generosity makes the work I do possible!

Consider giving to @EastSideHouse on November 29! Every gift, no matter the size, can make a difference for our community. Visit [eastsidehouse.org](http://eastsidehouse.org) to learn more about the work I do.

## **November 29: Giving Tuesday Morning | Kick Off**

It's a great morning to kickoff #GivingTuesday! Give now to provide life-changing opportunities for our community! #ESHGives

#GivingTuesday is here! The world is complicated. Helping our community is simple. Give today. #ESHGives

## **November 29: Giving Tuesday Afternoon | Share your story and the impact of giving**

Support the work I do at East Side House on #GivingTuesday so that more hardworking students have the opportunity to succeed in the classroom and beyond {Or share your own story here!} #ESHGives

Give to #EastSideHouse on #GivingTuesday to spread the spirit of Opportunities. #ESHGives

## **November 29: Giving Tuesday Evening | Call to action!**

There are only a few hours left to support East Side House on #GivingTuesday. Help us reach our goal of \$10,000. Give now at [eastsidehouse.org](http://eastsidehouse.org) #ESHGives



# Sample Email

**SUBJECT LINE:**

Please support my Giving Tuesday fundraiser for East Side House

**BODY COPY:**

Hi there Family and Friends,

This year on Giving Tuesday, I'm raising money for East Side House Settlement, a nonprofit organization dedicated to expanding opportunities to live more fulfilling lives through education, career, and supportive services.

Each day I (help kids graduate high school; provide fun, safe, educational after-school services, etc.). The work I do at East Side House is possible because of the generosity of our donors. You can help by visiting our giving page.

No gift is too small. Thanks for standing with me and the students and families I serve.

Thank you so much!

Best, [NAME]



# Guidelines

- When posting for Giving Tuesday, use the hashtag “#GivingTuesday” rather than “Giving Tuesday.”
- Add the hashtag “#ESHGives” in addition to “#GivingTuesday.”
- Other hashtags that can be used:  
#thankyouforthismoment #Momentslikethis #ESHmomentslikethis  
#Givingthesemoments #thesemomentsmakeadifference  
#momentsthatmakeadifference #givingtuesdaymoments  
#givingtuesday #givethemjoy #givethemhope #ESHGives
- Tag East Side House in your posts, and use “#ESHGives” and “#GivingTuesday” This allows us to track your progress and helps direct traffic to our page.
- You are encouraged to like and share any of the content posted by East Side House.
- Try to keep your posts short unless you have a story to share. Your Social Media friends are much less likely to read a long post than they are to look at a picture or watch a video.
- Get creative. Feel free to call or email friends and family members who are not online, and encourage donations of all sizes. Small gifts, when combined, can have a large impact.

# together, we can make a difference.

#ESHGIVES



[cbello@eastsidehouse.org](mailto:cbello@eastsidehouse.org)



(718) 665 -5250 Ext. 217



[www.eastsidehouse.org](http://www.eastsidehouse.org)