

# #GIVING TUESDAY

## FRANCHISING GIVES BACK

**THANK YOU FOR JOINING IFA IN CELEBRATING #GIVINGTUESDAY! WE ARE SO GLAD TO HAVE YOU BE A PART OF OUR MOVEMENT!**

On Tuesday, November 28, 2017, charities, families, businesses, community centers and students around the world will come together for one common purpose: to celebrate and encourage giving.

Anyone, anywhere can get involved in #GivingTuesday and give back in a way that is meaningful to them. #GivingTuesday is a great way to engage your community and to become part of a larger worldwide movement that promotes generosity. This year, we are joining the movement to raise funds and awareness for the work that the Foundation does for veterans, millennials, and the underserved communities in promoting franchising. You are the most important part of making this movement a reality.

**We have put together this quick, comprehensive toolkit to provide you with all the resources you need to help us get our message out. The toolkit includes sample tweets, sample Facebook posts, and a short email to send to your network. It will only take you a few minutes to copy, paste and click!**

1. Share our social media channels in your organizational and personal social networks
2. Announce our participation in #GivingTuesday to your networks and email lists

### SOCIAL MEDIA

#GivingTuesday is a completely online and social media event. Today is about sharing, sharing, sharing, sharing, sharing...

Social media is key to making sure that the #GivingTuesday message grows and reaches new audiences. It's also one of the best ways to celebrate giving and to share our organization's story, mission and values.

- Talk about giving using the hashtag #GivingTuesday
- Like us on Facebook — [facebook.com/IFA.DC/](https://www.facebook.com/IFA.DC/)
- Follow us on Twitter @Franchising411 and use the #GivingTuesday hashtag
- Follow us on Instagram — [franchising411](https://www.instagram.com/franchising411)

## FACEBOOK

- #GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities to support and champion the causes they believe in and the communities in which they live. Join IFA in the movement to raise funds and awareness for the work that the Foundation does for veterans, millennials, and the underserved communities in promoting franchising.
- Every act of generosity counts, and each means even more when we give together. #GivingTuesday includes people of all ethnicities, religions and backgrounds. Together, millions of people demonstrate our common capacity to give. Help support IFA as we work to raise funds and awareness for veterans, millennials, and the underserved communities in franchising.
- #GivingTuesday is a celebration of America's greatest traditions: generosity, entrepreneurialism, community. Everyone has something to give. You can give to IFA's Foundation so that we can better serve our veterans, millennials, and underserved communities in franchising.

## TWITTER

- On #GivingTuesday, everyone can have an impact! Join IFA on 11/28 and help us give back!
- Mark your calendars! IFA is giving on 11/28 for #GivingTuesday. How will you give? Help support IFA!
- #GivingTuesday is a day for everyone, everywhere to GIVE! Learn more & join the movement with IFA at [franchisegiving.org](http://franchisegiving.org)

## SAMPLE EMAIL

SUBJECT: JOIN IFA THIS GIVING TUESDAY

Dear \_\_\_\_\_,

#GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday will be held on November 28, 2017.

#GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world.

#GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

This year, we are asking you to join the movement to raise funds and awareness for the work that the Foundation does for veterans, millennials, and the underserved communities in promoting franchising.

[NAME]

[ORGANIZATION NAME]