



Student Sponsor  
Partners

## #Giving5Day Campaign Toolkit

### What is #GivingTuesdayNow?

Created in 2012 as a day to do good, Giving Tuesday has grown into a year-round global generosity movement with leaders who have launched more than 200 community campaigns across the U.S. and national movements in more than 60 countries. At the grassroots level, people and organizations participate in Giving Tuesday in every country in the world. #GivingTuesdayNow, on May 5, 2020, is being deployed in response to needs expressed by communities and leaders around the world in the midst of COVID-19.

### Why #Giving5Day?

Student Sponsor Partners launched #Giving5Day as the campaign theme for #GivingTuesdayNow. We want to encourage our supporters to “high five” their household members, pets, and friends (virtually) to show we are all still connected when apart. Then start a chain of high fives and giving by tagging 5 friends to do the same and give in multiples of 5 – \$5, \$25, \$50, \$100, \$250 ...

### Join the Campaign on 5/5 and Spread the Word

#### **SAMPLE POSTS LEADING UP TO 5/5**

Even as we practice physical distancing, we can remain connected through kindness and generosity. Join me in supporting @sspnewyork on 5/5 for #Giving5Day. #GivingTuesdayNow #InThisTogether

At a time when we are all experiencing this pandemic, generosity is what brings people of all races, faiths, and political views together. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on. Join me on 5/5 to “high five” and “give five” to support @sspnewyork’s work for at-risk NYC students. #Giving5Day #GivingTuesdayNow

Giving back isn’t canceled. On #GivingTuesdayNow, I’m supporting @sspnewyork’s work in improving education access and mentorship for at-risk NYC students. Join me on 5/5 to “high five” and “give five” to create impact. #Giving5Day #InThisTogether

#### **SAMPLE POSTS ON 5/5**

Join me in supporting students across our city! I’m participating in #Giving5Day and nominate [ ] to share your high fives and give in multiples of five to @sspnewyork – then tag five more people to do the same. [sspny.org/give5](https://sspny.org/give5) #GivingTuesdayNow #InThisTogether

Let’s “give five” for education TOGETHER! Support students across our city by posting your social distance high five and give to @sspnewyork in multiples of five, then tag five more friends to do the same. We’re in this together and we’ll get through this together. NYC students are counting on us! [sspny.org/give5](https://sspny.org/give5) #Giving5Day #GivingTuesdayNow

## TAG STUDENT SPONSOR PARTNERS

Facebook: [@sspnewyork](#)

Twitter: [@sspnewyork](#)

Instagram: [@sspnewyork](#)

LinkedIn: Student Sponsor Partners || [linkedin.com/company/sspnewyork](https://www.linkedin.com/company/sspnewyork)

## RECOMMENDED HASTAGS

#Giving5Day

#GivingTuesdayNow

#InThisTogether

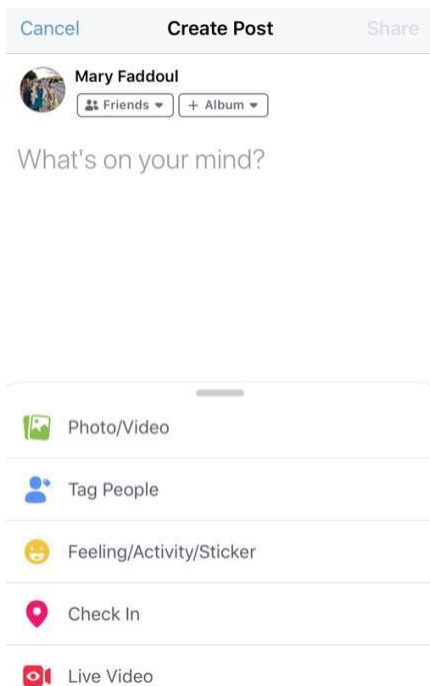
#StrongerTogether

## SOCIAL MEDIA DONATION OPTIONS

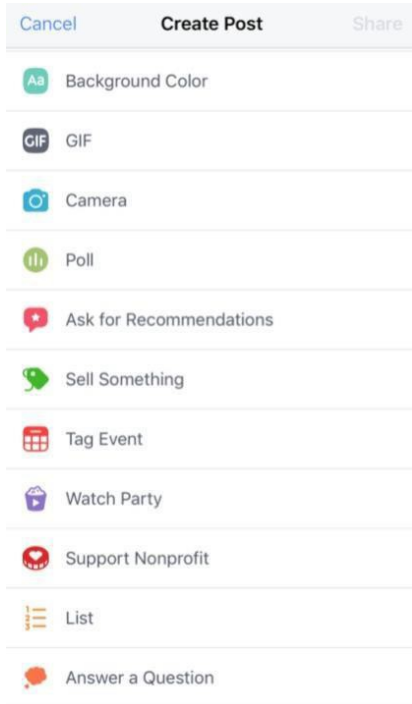
You can start a Facebook Fundraiser for Student Sponsor Partners or add a “donate” button directly to your post. On Instagram, add a “donate” sticker to encourage your friends to support our work for at-risk NYC youth.

## FACEBOOK FUNDRAISER

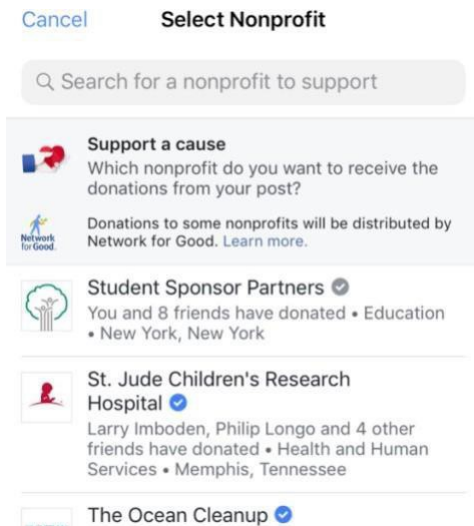
1. Click “Create Post” on your Facebook.



2. Select "Support Nonprofit" in the menu of items.



3. Type "Student Sponsor Partners" and select it as the recipient nonprofit.

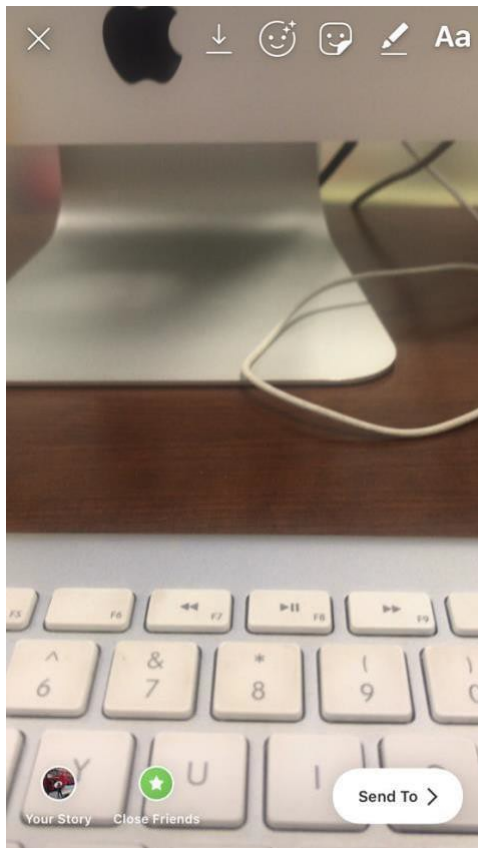


4. Complete your post with images/graphics and copy.

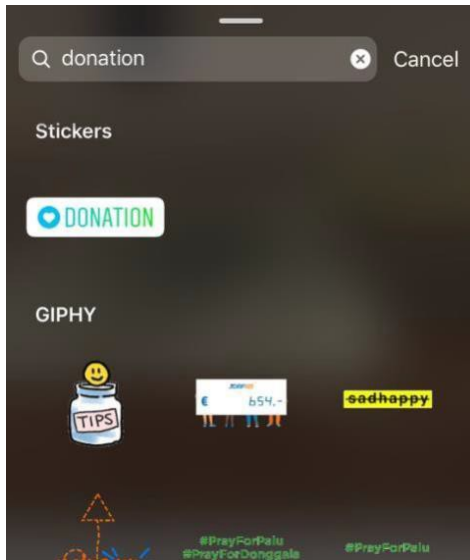


## INSTAGRAM FUNDRAISER

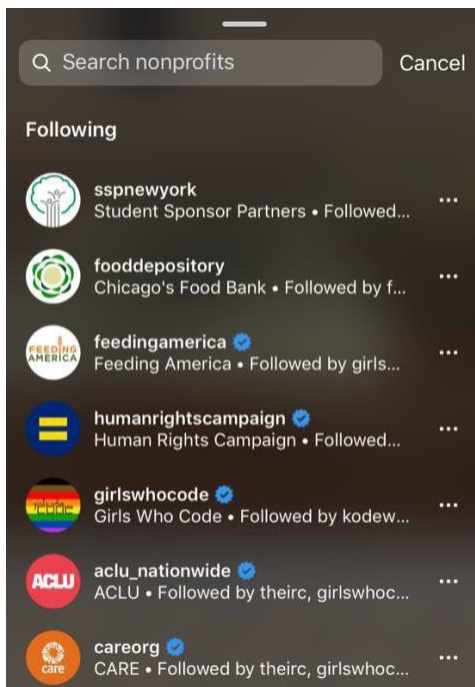
1. Take or share a photo for your Instagram Stories.



2. Add the donation sticker.



3. Type "Student Sponsor Partners" and select it as the recipient nonprofit.



4. Customize the button copy and your post.

