



BOYS & GIRLS CLUBS

#GIVINGTUESDAY™
#CHOOSEBGC

PARTICIPATION IDEAS FOR BUSINESSES

#GivingTuesday, December 1st, 2015, provides an opportunity for your company to join a global movement while helping LOCAL children who use the Boys & Girls Clubs. The power is in the collection of much-needed donations on this one day. There's no need to overcomplicate the way your company joins in the movement. Recognition of #GivingTuesday for the Boys & Girls Clubs will look different for every company and all levels of support are important. Below are a few suggested ways for you to participate:

Here are some specific ways to celebrate

1. **Company Match**- Promote company match programs or designate a certain \$ amount that your company will donate if employees match the \$ amount in personal donations. This method can greatly enhance the campaign by giving your employees the "\$1 really equals \$2" feeling.
2. **Employee Incentive**- Offer some type of employee incentive for those who make a donation on #GivingTuesday. Examples include a pizza party or a dress down day.
3. **Promote Alternative Gift Giving**- Promote our alternative gift giving option to employees. Have a staff goal or a competition between departments of how many "gifts" you have donated. Have a prize for the winning department, or a staff prize if an overall goal is reached.
4. **"UN-selfie" Station/ Promote**- We are asking that #GivingTuesday supporters take an "UN-Selfie". A photograph of yourself with a small sign proclaiming your support of the Boys & Girls Clubs on #GivingTuesday and directing them to www.choosebgc.org. Create a "UN-selfie" station at work for employees to encourage the sharing of support! Promote Boys & Girls Clubs on your Facebook page, Twitter feed, Instagram account, or whatever you have.
5. **Follow the 12 Days of Impact**- The 12 days leading up to #GivingTuesday, starting November 19th, will each include a special post via our Facebook Page, Twitter, and Website featuring different stories and messages of the impact Boys & Girls Clubs have on the near 4,800 young people we serve each year. Follow our story and share with employees to help us raise awareness about how you can make a difference by supporting the Boys & Girls Clubs mission on #GivingTuesday.
6. **Digital Toolkit**- Checkout our online digital toolkit that is filled with #GivingTuesday ideas, sample messaging, photos & videos, Club stories & testimonials, and more! <http://wakebgc.org/gtdigital-toolkit>