

Sample #GivingTuesday E-mail Messages

Copy, paste, and edit the below messages into your own e-mail to promote #GivingTuesday

Sample 1 (General): I would like you to join me in participating in #GivingTuesday on December 1st, 2015 in support of Boys & Girls Clubs. #GivingTuesday is a counter narrative to Black Friday and Cyber Monday to remind us that the giving season is about community and not just consumerism. Did you know 79% of Americans surveyed would rather receive a charitable donation in their name instead of a gift from the store? Boys & Girls Clubs will be offering a special alternative gift giving option where you can give back and take care of your holiday shopping lists by honoring friends & loved ones with a specific type need in the Club. Each gift will receive a hand decorated card by a child who will be positively impacted by your choice to give differently this year! Visit choosebgc.org to learn more.

Sample 2 (Thanksgiving themed): You know what I'm thankful for this Thanksgiving? I'm thankful that children in my community have a safe, caring place to go after school, during their most vulnerable times – a place called The Boys & Girls Clubs. Soon it will be "Black Friday" and then "Cyber Monday", but also, "#GivingTuesday" on December 1st. I hope you'll consider a gift to the Boys & Girls Clubs any time now through next Tuesday. Visit www.choosebgc.org to donate. Membership is just \$7.50 PER YEAR. Give a child the gift of a great future this holiday season!

Sample 3: The average shopper spent \$380 on Black Friday weekend last year and \$124 on Cyber Monday. Those dollars could provide 67 Annual Memberships for \$7.50 each, opening the door to Great Future's for the young people in our community who need us the most. Tuesday, December 1st, 2015 is #GivingTuesday – a global day for giving. Choose to give the gift of a great future to a child this year on #GivingTuesday. Just \$7.50 could provide ANNUAL MEMBERSHIP at a local Boys & Girls Club for a child. Visit www.choosebgc.org to donate.

Sample 4: Did you know that 79% of Americans would prefer to have a charitable donation made in their name than a traditional gift from the store? This year choose to give differently by visiting www.choosebgc.org and honoring friends and loved ones with specific Boys & Girls Clubs needs. Instead of that scented candle, give an annual membership providing a safe, positive, and warm place for a child to be or a meal for a member who may face an empty fridge at home. For each gift you will receive an honor card to give hand decorated by a child who will be positively influenced thanks to your choice to *Give the Gift of a Great Future!* Visit www.choosebgc.org to donate.

Sample 5: Did you know a great way to support Boys & Girls Clubs is to help raise awareness by spreading their mission? Participate in #GivingTuesday on December 1st by being a social ambassador and promoting Boys & Girls Clubs via your social media outlets, text, e-mail, or good old fashion letters. Make sure to include the www.choosebgc.org and #choosebgc in your posts to help direct your friends and family to where they can play a critical role in shaping the lives of our community's young people!