

# #GIVING TUESDAY

*Part of AEPi's Official Philanthropy Program*

2019 PROMOTIONAL TOOLKIT

# About the Campaign

## #GivingTuesday

Since its inception in 2012, GivingTuesday has been branded as a “global generosity movement” that follows Black Friday and Cyber Monday. It started as a simple idea: have one day a year that encourages people to do good. Since then, GivingTuesday has inspired hundreds of millions of people and businesses to give, collaborate and celebrate generosity. More people donate their time and money on #GivingTuesday than any other day of the year, and we want you to capitalize on this.

AEPi embodies the Jewish ideal of Tikkun Olam—repairing the world—by supporting Jewish organizations across the globe such as The Jaffa Institute, Israel Cancer Research Fund and United Hatzalah. We’ve donated more than one million dollars to Jewish organizations through our Official Philanthropy Program and hope to continue doing so with your help on GivingTuesday!

In many ways, GivingTuesday also reflects the Jewish value of Tzedakah, or giving

charity. In Judaism, helping those in need is considered a moral obligation, which is why the Jewish people give more to charity per capita than any other demographic group in the U.S. Our hope is to help you fulfill this obligation by providing you with the resources to run your own chapter or colony GivingTuesday campaign on Tuesday, December 3 that benefits AEPi’s Official Philanthropy Program (OPP).

Philanthropy is not only good because it fulfills the obligation of Tzedakah, but because it helps legitimize the need for Greek-letter organizations. Use this toolkit to show your community how much of an impact AEPi makes! All money raised by your chapter for #GivingTuesday will count towards your total donated to AEPi’s OPP for the year. We use this total to determine philanthropy awards at AEPi’s International Convention.

### **ABOUT THIS TOOLKIT:**

The following content is ready for your chapter or colony to use. Brothers can also adapt the messaging for their own personal social media platforms and customize posts to their audience. You can copy/paste messaging and click on graphics to download them.



## GETTING READY

To prepare for GivingTuesday—December 3, 2019—your chapter will first have to set up a GivingTuesday page on [aepi.crowdchange.co](http://aepi.crowdchange.co). To do this, follow the instructions provided by your Jewish Programming Associate. Your chapter's unique Crowdchange link will then need to be included in each social media post.

One of the most important parts of preparation is getting the entire Brotherhood on board. The success or failure of the campaign depends on how involved and motivated the chapter members are. Be sure to stay in touch with your [Jewish Programming Associate](#), and contact them with questions before, during or after GivingTuesday.

## THE CAMPAIGN

The campaign itself will consist of social media posts before GivingTuesday and the day of, as well as a Text-a-Thon held with the chapter. A sample Text-a-Thon text message is below:

*Hey [name]! My fraternity Alpha Epsilon Pi takes pride in practicing the Jewish tradition of Tikkun Olam, or repairing the world. This GivingTuesday, we are raising money for cancer research, quick and efficient modes of transportations to get to scenes of emergencies, and trying to end the cycle of poverty. We could really use your help! Anything you can contribute to help with these causes and repair the world would be greatly appreciated. Thank you again! [include your chapter's crowdchange link]*

Your Jewish Programming Associate will further assist you with putting on a successful Text-a-Thon.



# Social Media

## ANNOUNCING THE CAMPAIGN



*In the days leading up GivingTuesday, the goal is to generate hype so people are aware of the campaign when December 3 rolls around. Use any of the following suggested posts one or two days before GivingTuesday, or feel free to get creative to share the main idea:*



1. #GivingTuesday is just around the corner. On December 3, my AEPi chapter and I will be raising money for AEPi's Repair the World Fund. To find out more about Alpha Epsilon Pi's philanthropic mission, visit [aepi.org/philanthropy](https://aepi.org/philanthropy). #AEPiGivesBack
2. Save the date: December 3 is #GivingTuesday, a national day of giving! My Brothers and I are proud to support AEPi's Repair the World Fund. Find out what we do to give back and how you can help: [aepi.org/philanthropy](https://aepi.org/philanthropy). #AEPiGivesBack
3. With #GivingTuesday coming up, my AEPi Brothers and I would like to remind you that together we can have a huge impact. AEPi has raised more than \$1 million for charity since the launch of our Official Philanthropy Program, and on December 3 we are going to push that number even further. You can learn more at [aepi.org/philanthropy](https://aepi.org/philanthropy). #AEPiGivesBack

***Tip: When you change your Facebook cover photo, this type of post would make a great caption!***



# Social Media

## #GivingTuesday - December 3: Initial Post



*On the big day, don't be shy about posting throughout the day. Use our graphics for the initial posts. Use any of the following suggested posts on Tuesday, December 3:*



1. Today's #GivingTuesday! My AEPi Brothers and I are raising money to support the AEPi Repair the World Fund. Your donation can help support cancer research, efficient modes of transportations to get to scenes of emergencies, and ending the cycle of poverty. [\[your chapter's unique crowdchange link\]](#) #ProudtobePi
2. In Judaism, Tzedakah—or charitable giving—is a moral obligation to heal the world. This #GivingTuesday, the [\[chapter name\]](#) chapter of AEPi is raising money to do just that. Are you in? [\[your chapter's unique crowdchange link\]](#) #ProudtobePi
3. AEPi supports charities that have a real impact on the world, and we need your help. Your donation will support ending cancer, fighting poverty and expanding emergency medical services. [\[your chapter's unique crowdchange link\]](#) #ProudtobePi





# Social Media

## REMINDER POSTS



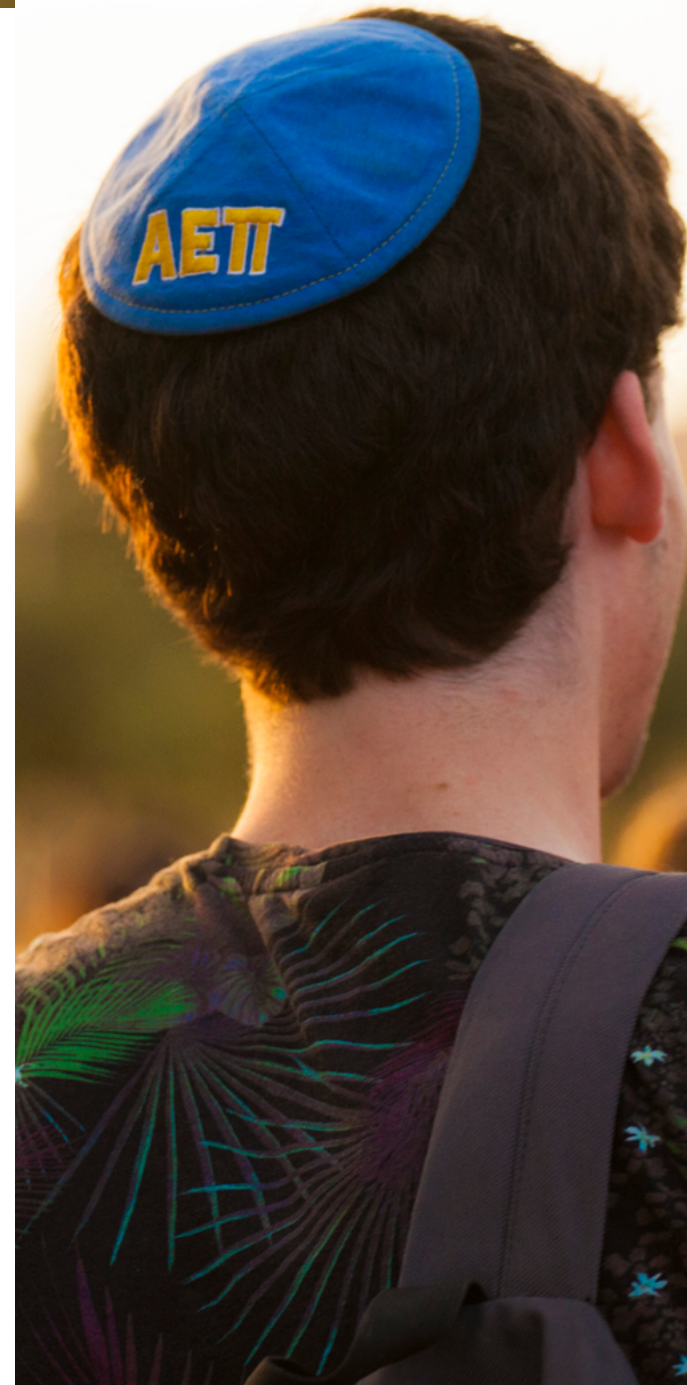
*Throughout the day, share your personal/chapter stories of how AEPi impacted you, what Tikkun Olam and Tzedakah mean to you and why you feel it's important to give. Use any of the following suggested posts with pictures of you and your chapter volunteering, participating in philanthropy events, or anything else that shares the spirit of giving. **Make sure to share the donation link!***



*Some examples are below, but be sure to tell your story:*

1. I'm proud to support a fraternity that encourages us to make a difference. Tzedakah and Tikkun Olam—repairing the world—are among the most important principles of our fraternity. #GivingTuesday [\[your chapter's unique crowdchange link\]](#) #AEPiGivesBack
2. My Brothers and I want to thank everyone who's given so far during #GivingTuesday, and encourage others to give as well. Tikkun Olam teaches us that the world is a better place when we all do a little good. [\[your chapter's unique crowdchange link\]](#) #AEPiGivesBack

*At this point, you should post the Instagram Story Graphic (see page 9) to your personal story and your chapter story (if applicable).*



# Social Media

## FINAL PUSH



*This is the final social media push for the day. Post these at the end of the day or at night. As always, feel free to get creative!*



1. There's still time! #GivingTuesday is not over yet: [\[your chapter's unique crowdchange link\]](#) #AEPiGivesBack



2. We call on **[TAG SWEETHEARTS, CAMPUS JEWISH ORGANIZATIONS, FRATERNITY & SORORITY LIFE ORGANIZATIONS, ETC.]** to participate in #GivingTuesday. Help our fraternity support AEPi's Repair the World Fund! [\[your chapter's unique crowdchange link\]](#) #AEPiGivesBack

*If individual Brothers use this post, encourage them to tag their parents, alumni and friends of the fraternity.*

3. Alumni: why are you #ProudtobeAPi? Donate and share your #GivingTuesday story. [\[your chapter's unique crowdchange link\]](#) #AEPiGivesBack



# Tag AEPi

***We want to see your #GivingTuesday posts!  
Be sure to tag us on social media. Who knows?  
We may give you and your chapter/colony a  
shout out!***



[@aepi.fraternity](#)



[@AEPi](#)



[@alphaepsilonpi](#)



# Graphic Resources

Graphic images are intended to be interchangeable – not post specific. **Click on the images to download.**

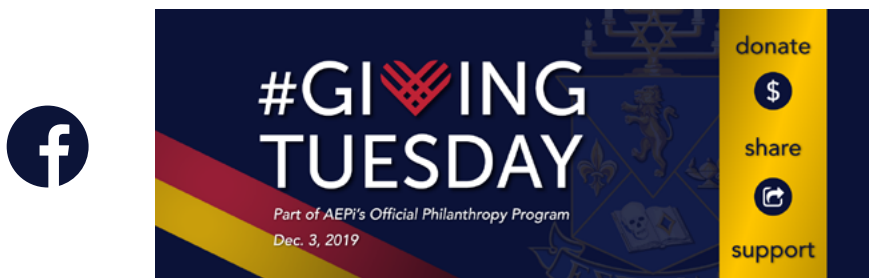
**NOTE:** Feel free to customize messages to your audiences.



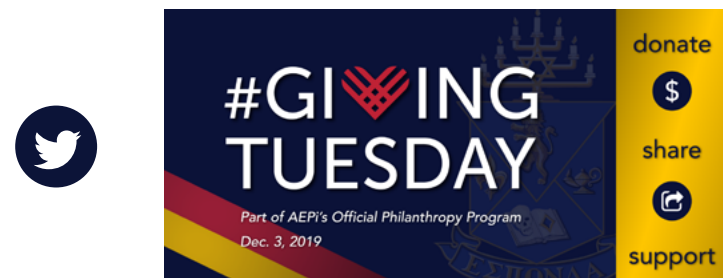
For any Facebook and Instagram posts



For Instagram story



Facebook cover photo



For any Twitter posts