



Stark State
COLLEGE
FOUNDATION

#GIVINGTUESDAY™

Social Media Toolkit 2018

starkstate.edu/givingtuesday





What is **#Giving Tuesday?**

- A global day of giving that occurs the Tuesday after Thanksgiving
- First celebrated in 2012, the movement supports community service and philanthropy
- Kicks off the charitable season of holiday/end-of-year giving
- Largely fueled by the power of social media and collaboration

OUR GOAL

\$1,500



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Why we need social media ambassadors

You can expand our reach

- Due to newsfeed algorithms, social media posts reach only a fraction of followers. You can help us increase our reach exponentially by
 - 1) **posting** about the Foundation's #GivingTuesday event on your Facebook, Twitter, Instagram, etc. to help us reach people who don't follow Stark State's social networks.
 - 2) **sharing** the Foundation's #GivingTuesday posts. Sharing our content gets more eyes on the original post and allows it to show up in more newsfeeds.

You can educate others about giving

- A common misconception about giving is that a few dollars will hardly make a difference. The truth is, small gifts add up to make a large impact!
- In addition to raising funds, we're looking to raise awareness and engage the community. The fact **that** you give is as important as **what** you give.

No one is better suited to tell the Stark State story than you

- People respond to authenticity. You can speak from the heart about what Stark State means to you and why you believe future students should have access to a Stark State College education.

How can I help?

1. **Like the Stark State College Foundation Facebook page and the Stark State College Facebook page**
 - www.facebook.com/starkstatefoundation
 - www.facebook.com/starkstate
2. **Mention Stark State College/the SSC Foundation on your social networks**
 - Post on Facebook, Twitter, Instagram, Snapchat, LinkedIn—anywhere you spend time online
 - Why are you giving to the SSC Foundation on #GivingTuesday?
 - Why should others join you?
3. **Keep an eye on the College/Foundation's social media activity during the weeks leading up to #GivingTuesday**
 - share the College/Foundation's posts on your social media pages
4. **Encourage your friends to give at www.starkstate.edu/givingtuesday**
5. **Don't forget to give on November 27**

Sample Facebook posts

Not sure what to say? Simply copy and paste.

Pre-Event

- [#GivingTuesday](#) on Nov. 27 offers us all the ability to pause from holiday purchasing following the biggest shopping days of the year (Black Friday, Small Business Saturday and Cyber Monday), and give back to organizations that make a difference – like the [@StarkStateCollegeFoundation](#).
- Please mark your calendar and join me in making a [#GivingTuesday](#) gift to the [@StarkStateCollegeFoundation](#), where changing lives and building futures becomes reality. starkstate.edu/givingtuesday

Day of Event

- Will you join me in supporting deserving students? I'm helping the [@StarkStateCollegeFoundation](#) make a difference in our community's future by donating to [#GivingTuesday](#) today! Make your gift at starkstate.edu/givingtuesday. Can't give right now? Please share this post with your family and friends in support of Stark State students and help change lives and build futures. [#SSCFGivingTuesday](#).
- I just supported [#SSCFGivingTuesday](#). Stark State College is special to me because _____ and I want to help current and future students benefit from this community asset. Support what you love about Stark State by making a gift TODAY at starkstate.edu/givingtuesday.
- More than 95% of Stark State College grads are working or pursuing further education. Join me in supporting this kind of student success by making a gift TODAY at starkstate.edu/givingtuesday. [#SSCFGivingTuesday](#)
- Students who get hit with an unexpected bill or expense are at risk of dropping out of college. Stark State College Foundation offers emergency funding to help them stay on the path to a degree. Join me in supporting students who deserve to reach their career goals – make a gift TODAY at starkstate.edu/givingtuesday. [#SSCFGivingTuesday](#)

Post-Event

- Thank you to everyone who made [#SSCFGivingTuesday](#) a success! Together we made a positive impact on the future of our students and our local workforce. starkstate.edu/givingtuesday

Sample tweets

Not sure what to say? Simply copy and paste.

Pre-Event

- Nov 27 is [#SSCFGivingTuesday](#)! Join me in helping students achieve their dreams. Give to the SSC Foundation at starkstate.edu/givingtuesday.
- Please mark your calendar and join me in making a [#GivingTuesday](#) gift to the [@StarkStateCollegeFoundation](#), where changing lives and building futures becomes reality. starkstate.edu/givingtuesday

Day of Event

- Today is [#SSCFGivingTuesday](#)! Join me in supporting Stark State students, so they can build a better life. starkstate.edu/givingtuesday
- [#SSCFGivingTuesday](#) is about helping students achieve their dreams. Want to make an impact? Join me TODAY at starkstate.edu/givingtuesday.
- Join me in giving the gift of an affordable, quality education by supporting [#SSCFGivingTuesday](#) at starkstate.edu/givingtuesday.
- Stark State offers affordable education, and lower student debt = a bright future. Support [#SSCFGivingTuesday](#): starkstate.edu/givingtuesday.

Post-Event

- Thanks to all who made [#SSCFGivingTuesday](#) a success! Together we impacted the lives of many students. starkstate.edu/givingtuesday

Instagram post ideas

Not sure what to say? Here are some ideas.

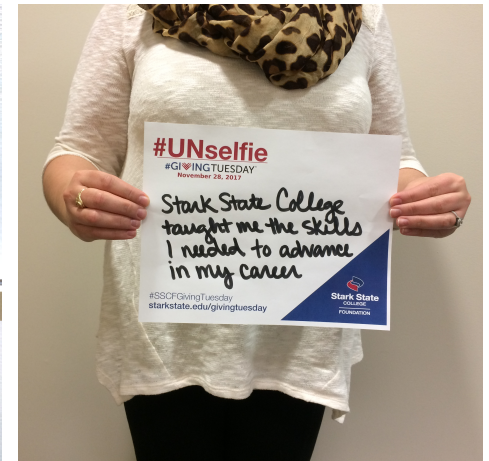
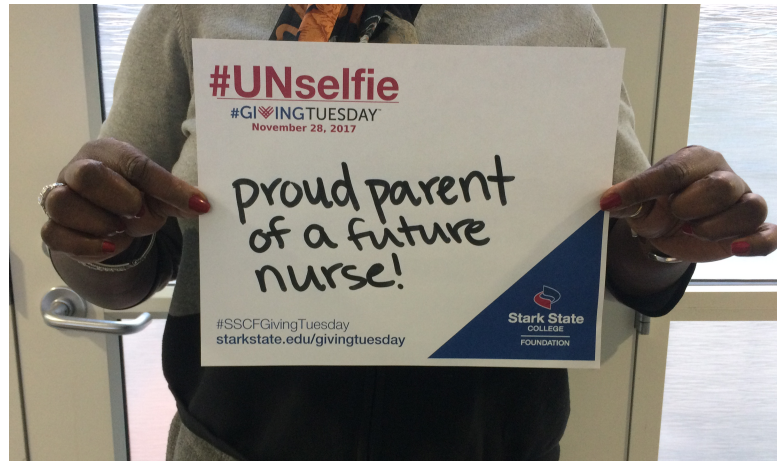
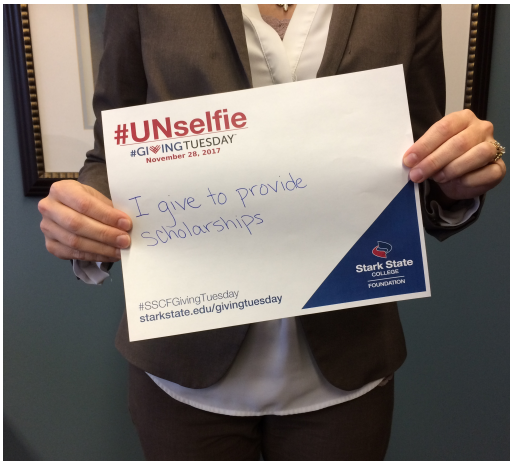
Day of Event

Post an **#Unselfie** to show how and why you are giving. Simply take a selfie with your favorite Stark State College gear (coffee mug, T-shirts, sweatshirt, pen, diploma) and share it with a caption explaining what you love most about Stark State.

- You can use our template (on the next page) to share your reason for giving. (Examples below.)
- Don't forget to include the **#SSCFGivingTuesday**, **#GivingTuesday** and **#UNselfie** hashtags

When posting on Instagram, tag at least four friends/followers to encourage others to help spread the word. You can also tag the College **@StarkState**.

In your posts, encourage viewers to support **#SSCFGivingTuesday** by donating at starkstate.edu/givingtuesday.



#UNselfie

#GIVINGTUESDAY™

November 27, 2018

#SSCFGivingTuesday
starkstate.edu/givingtuesday



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Sample LinkedIn posts

Day of Event

Will you join me in supporting deserving Stark State students? I'm helping the Stark State College Foundation change lives and build futures TODAY, [#GivingTuesday](#). Make your donation at starkstate.edu/givingtuesday.

I just supported [#SSCFGivingTuesday](#). Stark State is special to me because _____, and I want to help current and future students benefit from this community asset. Support what you love about Stark State by making a gift TODAY at www.starkstate.edu/givingtuesday.

Sample email messages

Please copy, paste, and send the email message below to your friends, colleagues and networks.

November 20

Subject Line: Join me!

Dear _____,

Join me and the Stark State College Foundation in making a difference on Giving Tuesday. #SSCFGivingTuesday is a 24-hour giving effort on Nov. 27 to help change the lives and build the futures of Stark State students gaining the skills to enter our local workforce.

Together, we can provide scholarship dollars and other support as they learn skills that will make a positive difference in their lives, the lives of their families and our community for generations to come. Mark your calendar and please consider joining me in making a gift at starkstate.edu/givingtuesday.

Interested in doing even more? Become a #SSCFGivingTuesday ambassador and help spread the word. Check out the [ambassador toolkit](#) and get started now by sharing with your social media networks.

It's all about the success of our students and the fabric of our community. Together, we can make a difference for them ... and all of us.

November 27

Subject Line: Today's the day!

Today is #SSCFGivingTuesday! Please join me and the rest of the community in supporting students through scholarships and other program funding via the Stark State College Foundation.

Visit starkstate.edu/givingtuesday to make a gift and join the social media conversation. Let's work together to change lives and build futures.

Thank you in advance for joining me in making a difference during #SSCFGivingTuesday!

November 28-29

Subject Line: Thank you!

Thank you for supporting Stark State College Foundation during #SSCFGivingTuesday. Together, we made an impact and helped change the lives and build the futures of many Stark State students, their families and our community.

This successful inaugural event wouldn't have been possible without you and your generous support. We sincerely appreciate you!

Sharable Images

Also available for download at starkstate.edu/toolkit.



Questions?

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Stark State College Social Media Platforms



facebook.com/starkstatefoundation
facebook.com/starkstate



@TheStarkState



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www.starkstate.edu/givingtuesday