



GIVINGTUESDAY
AMBASSADORS
TOOLKIT
November 30, 2021



About GivingTuesday

Created in 2012 as a day to do good, GivingTuesday has grown into a year-round **global generosity movement**. From global brands to small businesses, from celebrities to every day grassroots givers, people will come together in a variety of ways to celebrate generosity, give back, and show kindness on **November 30, 2021 for GivingTuesday**. It's about ordinary people working together to change the world. Help us inspire a wave of good by using your voice to help spread generosity.

About the National Blood Clot Alliance

Blood clots do not discriminate. They can affect anyone, regardless of age, ethnicity, or race. The National Blood Clot Alliance (NBCA) is the leading nonprofit organization in the United States focused on building awareness and community among people who are affected by blood clots or at increased risk for blood clots.

NBCA is dedicated to advancing the prevention, early diagnosis and successful treatment of life-threatening blood clots such as deep vein thrombosis, pulmonary embolism, and clot-provoked stroke.

Supporting NBCA helps patients and families get the support they need to navigate a diagnosis. NBCA's programs promote public awareness, patient education, and professional training—and are critical to saving lives.

How to Participate

We believe that all acts of generosity help shape the world we want to live in, and so there are no rules for how to participate in GivingTuesday. Every single act of generosity counts and we encourage you to be creative! Pick an issue and give back in any way that's meaningful to you.

If NBCA's mission resonates with you, here are 5 Ways You Can Help Stop the Clot® this Giving Tuesday:

1. **Give Time:** Host a virtual fundraiser on our Facebook page [here](#) or on our Giving Tuesday campaign page [here](#) to support NBCA's mission.



- 2. Give Voice:** Share your reason for supporting NBCA on social media by posting an UNselfie (template below) to inspire your networks to help #stoptheclot, or post our ready-made content below.
- 3. Give Money:** Make a donation to support NBCA [here](#).
- 4. Give Talent:** Sign up to volunteer on our website [here](#).
- 5. Share Our Mission:** Share social media posts from @StoptheClot to help amplify our message using hashtags #stoptheclot and #givingtuesday.

Social Media Content

Here are some ideas for what to post on your channels to help get your networks excited and inspired to give on GivingTuesday. We also encourage you to **create your own content and tell your giving story**. You know what will inspire your friends, family and followers to take action and give. We'd love for you to post across channels to reach as many people as possible.

New for 2021 – Facebook Matching

This year, Facebook will match \$8 million USD in qualifying donations made on Facebook during GivingTuesday. Matching begins on Tuesday, November 30, 2021 at 8am EST. So, every dollar you donate or raise on Facebook that qualifies for the match will have 2X the impact!

- **How matching works**
 - Facebook will match 100% of the first \$2M on a first-come, first-served basis
 - Remaining donations up to \$8M will be matched at 10%
- **Understand match caps**
 - \$100,000 USD total donations matched per nonprofit
 - \$20,000 USD in qualifying donations per donor

Sample Messages

Facebook/Instagram

- I'm joining forces with the National Blood Clot Alliance (@StoptheClot), along with people and organizations in nearly every country for #GivingTuesday—a global day of giving and unity that will take place on November 30, 2021. [\[Share a bit about why our mission matters to you and how your followers can show their support\]](#). #StoptheClot



Twitter

- I'm showing my support for the National Blood Clot Alliance (@StoptheClot) this Nov 30th for #GivingTuesday. Let's come together to support their life-saving mission to #StoptheClot <https://bit.ly/3lKeUcv> [or include a link to your own fundraising page]

Editable social media image templates are available on Canva [here](#).

If your link is too long, you can create a short link on bitly.com.

Tagging + Hashtags

- Hashtag: #GivingTuesday #StoptheClot
- Tag @GivingTuesday and @StoptheClot on social so we can share and help amplify our mission even further.

Other Ideas

- Make a video that speaks from the heart about how important blood clot awareness and education is to you.
- Kick off a challenge: for every one of your followers who posts using the hashtag #StoptheClot, do something silly or pledge to donate a certain amount of money.
- Rally your followers by offering to match all donations up to a certain amount.
- Go live on Instagram and collect donations ([how-to](#))
- Go live on Facebook and collect donations ([how-to](#))
- Collect donations via your Instagram stories ([how-to](#))

Included Links

- Launch a Facebook fundraiser:
<https://www.facebook.com/fund/stoptheclot/>
- Fundraise for NBCA's GivingTuesday campaign:
<https://donate.stoptheclot.org/2021>
- Make a donation to NBCA for GivingTuesday:
<https://donate.stoptheclot.org/2021>
- Sign up to volunteer:
https://www.stoptheclot.org/volunteer/interest_questionnaire/
- How to take donations live on Instagram:
<https://about.instagram.com/blog/announcements/introducing-live-donations-to-help-support-causes-you-care-about>
- How to take donations with Facebook Live:



<https://www.facebook.com/formedia/blog/fundraising-with-facebook-live>

- Editable GivingTuesday social image templates:
<https://www.canva.com/p/givingtuesday/>
- Shorten your link to include in social media posts:
<https://bitly.com/>



Together
we give.

Nov 30, 2021

#UNSELFIE

I give because...



National Blood Clot Alliance
Stop The Clot®



#GivingTuesday