



Georgia Gives on

#GivingTuesday

**November 28, 2023**

Have a question? Reach out to Brianna Jarvis, Brandy Tatum, or Dorsha Lee at 888-689-1912.

*Fundraising Toolkit*

**girl scouts**   
of historic georgia

**GAgives on #GivingTuesday** is a statewide movement to encourage people from all over the state to connect with and support the nonprofit organizations that are working to change their communities and the world. As a nonprofit organization, Girl Scouts of Historic Georgia relies on the generosity of donors to provide life-changing programming to local Girl Scouts.

If you want to join us in building girls of courage, confidence, and character who make the world a better place, you are invited to promote Giving Tuesday and let your friends and family know about an organization that means so much to all of us. We've created a toolkit to set you up for success as you raise money for Girl Scouts of Historic Georgia. This toolkit includes sample social media posts, graphics, and emails that you can personalize and share to spread the word.

### **Here is how you can help:**

1. Share the fundraising page with your networks. Post about Giving Tuesday on your social media accounts and send emails and text messages to people you think might be interested in giving.

**Tip:** Think about a list of potential donors in your personal, professional, and social networks: family members, friends, colleagues, neighbors, etc. The people most likely to support a cause that you promote are the people who know you best.

2. Tell your story and help spread the word. Use the sample social media posts and emails in this toolkit to help tell your story and encourage your network to donate to Girl Scouts of Historic Georgia. Were you a Girl Scout? A volunteer? The parent of a Girl Scout? Let others know how you're connected to Girl Scouts and why the organization means so much to you.

**Tip:** The social media toolkit is just a guideline. While you are free to use our prompt ideas, feel free to personalize things! Adding a personal touch can make a huge difference in connecting with your audience.

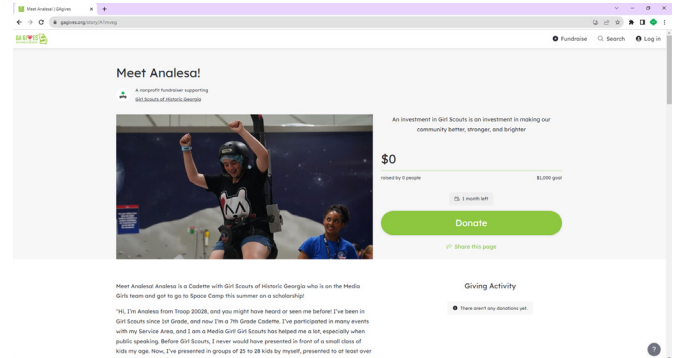
# Where to Begin: Choose Your Fundraising Page

We have already set up fundraising pages through GAgives, complete with information about the impact of a donation to Girl Scouts of Historic Georgia. You can choose any of these pages to share! Check out each page below and decide which one most resonates with you or your audience. In each of your social media posts, emails, or text messages, make sure you share the link to whichever fundraising page you choose!



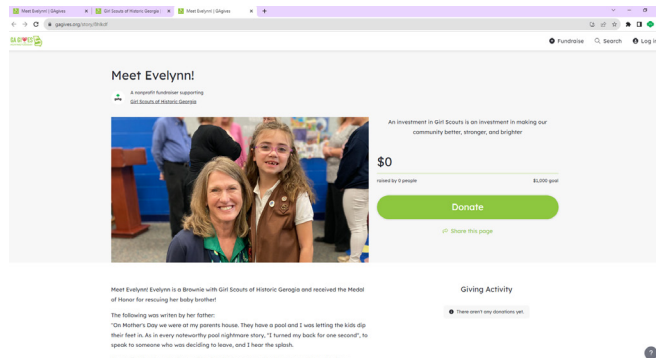
Main fundraising page:

<https://bit.ly/GSHGGivingTuesday>



Analesa's story:

<https://www.gagives.org/story/A1mveg>



Evelynn's story:

<https://www.gagives.org/story/8h1kdf>

## Now You're Ready to Start Sharing

Giving Tuesday is on November 28, 2023, but that doesn't mean you have to wait until that day to start sharing. For the best results, you should share about the fundraiser multiple times to let your contacts know that this is a cause that you care deeply about. With that being said, don't share so often that it seems "spammy." Let your contacts know you'd love their support, but don't flood their inbox or social media feed with too many messages.

**Tip:** Consider posting about Giving Tuesday on social media every 5-10 days during the month of November. You can also send text messages or emails to some of your other contacts, but we only recommend sending 1-3 messages total to each contact. Again, you don't want to "spam" their inbox!



# Sharing on Social Media

Though not required, using eye-catching graphics on social media is more likely to grab your audience's attention. We have already created a variety of graphics that you can choose from, including posts for volunteers, parents, supporters, and Girl Scout alum. There are also fun posts like a \$100-in-a-day challenge, BINGO boards, and a calendar challenge. Check out our [GAgives on Giving Tuesday Social Media Campaign](#) graphics and pick out the ones that work best for you.

In addition to our ready-made graphics, you are encouraged to share your own! If you have throwback pictures from when you were a Girl Scout, pictures of your Troop, or pictures of other favorite Girl Scout memories, use those to better connect with your audience! You don't have to design anything - just sharing a picture or a video is effective!

Each graphic comes in two sizes: square graphics for standard social media posts and rectangular graphics for social media stories.



## **Sample Social Media Prompts**

As you begin sharing the fundraising page on social media, here are some ideas to help get you started.

### **A few things to remember:**

1. The prompts we provide are simply ideas. If you're not sure what to write, feel free to use our samples. However, YOU know your network (and yourself) best! Feel free to post whatever best reflects your thoughts or would best resonate with your network.
2. Include the fundraising page link in all of your posts. All sample posts and emails in this guide include the link to the main fundraising page, but you are free to use the link to one of the other fundraising pages in its place.

### **Here are some ideas to consider if you want to write your own post:**

If you were a Girl Scout, share about some of your favorite Girl Scout memories from when you were a girl. What is something that stands out about your time as a Girl Scout that you think people should know?

How did Girl Scouts shape you into the person you are today? Did being a Girl Scout influence your career, your hobbies, or your life choices? Let people know!

If you weren't a Girl Scout but are a caregiver, friend, or loved-one of a current or former Girl Scout, what difference have you noticed? Did your daughter learn to overcome her fear of public speaking because of things she learned as a Girl Scout? Did your sister become an engineer because Girl Scout programming helped her value STEM? Did your friend complete a Girl Scout Gold Award Project that made a difference in your local community?

Why do you give back to Girl Scouts, either with your time or with your financial contributions? What is it about Girl Scouts that makes you want to support this organization?

# Social Media Post Ideas

If you aren't sure what to write, feel free to copy these posts as-is or put your own spin on them!

**Invest in a girl-led future today!**

Support Girl Scouts of Historic Georgia on #GivingTuesday, November 28, 2023.

GA GIVES #GIVINGTUESDAY

girl scouts of historic georgia

This post features a green background with a white arch at the top containing the headline. Below the headline is a photo of two young girls smiling. To the right of the photo is a white box with text. At the bottom left is a logo for 'GA GIVES #GIVINGTUESDAY' and at the bottom right is the 'girl scouts of historic georgia' logo.

SAVE THE DATE: November 28, 2023 is #GivingTuesday, a global movement that allows people to give back to organizations that transform their communities and the world. This year, consider empowering girls to become the next generation of leaders by partnering with Girl Scouts of Historic Georgia. Visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!

Girl Scouts made me who I am today. Help me give back!

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!

girl scouts of historic georgia

This post has a light blue background with a blue Girl Scout trefoil logo in the top left. The main text is in a white box. Below the text is a photo of a young girl and an adult woman sitting on the grass. To the right of the photo is a white box with text. At the bottom right is the 'girl scouts of historic georgia' logo.

As a Girl Scout Alum, I want to give back to an organization that helped shape me into the person I am today. [INSERT YOUR STORY] Can you help me give back, too? This #GivingTuesday, consider supporting Girl Scouts of Historic Georgia. Visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!

I'm a Girl Scout Alum. Help me give back to an organization that means so much to me.

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!

girl scouts of historic georgia

This post has a green background with a yellow Girl Scout trefoil logo in the top left. The main text is in a white box. Below the text is a photo of a group of girls and an adult woman. To the right of the photo is a white box with text. At the bottom right is the 'girl scouts of historic georgia' logo.

As a Girl Scout Alum, I want to give back to an organization that helped shape me into the person I am today. [INSERT YOUR STORY] Can you help me give back, too? This #GivingTuesday, consider supporting Girl Scouts of Historic Georgia. Visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!

I'm a Girl Scout parent. Help me give back to an organization that means so much to me.

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!

girl scouts of historic georgia

This post has a dark green background with a light green Girl Scout trefoil logo in the top left. The main text is in a white box. Below the text is a photo of a young girl and a man smiling. To the right of the photo is a white box with text. At the bottom right is the 'girl scouts of historic georgia' logo.

As the parent of a Girl Scout, I want to give back to an organization that has been so influential in my daughter's life. Can you help me give back, too? This #GivingTuesday, consider supporting Girl Scouts of Historic Georgia. Visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!



**I'm a Girl Scout volunteer.**  
Help me give back to an organization that means so much to me.



This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!

**girlscouts**  
of historic georgia

As a Girl Scout volunteer, I want to give back even more to an organization that means so much to me. [SHARE YOUR STORY] Can you help me give back, too? This #GivingTuesday, consider supporting Girl Scouts of Historic Georgia. Visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!

**I'm a Girl Scout supporter.**  
Help me give back to an organization that means so much to me.



This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!

**girlscouts**  
of historic georgia

This #GivingTuesday, I'm joining thousands of people across Georgia and giving back to an organization that means so much to me. This year, I'm supporting Girl Scouts of Historic Georgia, an organization that is empowering the next generation of female leaders. [SHARE ABOUT WHY YOU LOVE GIRL SCOUTS] Can you help me give back, too? Visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!

**Help me raise \$100 in a day to support Girl Scouts of Historic Georgia!**

\$5	\$5	\$5	\$5
\$5	\$5	\$5	\$5
\$5	\$5	\$5	\$5
\$10	\$10	\$10	\$10

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!

**girlscouts**  
of historic georgia

This #GivingTuesday, I'm supporting Girl Scouts of Historic Georgia. [EXPLAIN WHY YOU SUPPORT GIRL SCOUTS]. Help me raise \$100 in a day to support an organization that empowers girls to become world-changers. Visit <https://bit.ly/GSHGGivingTuesday> to make your \$5 or \$10 donation, then let me know how much you gave so I can cross that number off my board. Thanks for your support!

**HELP GIRL SCOUTS SHINE BRIGHTER!**

\$5	\$10	\$15
\$5	\$10	\$15
\$5	\$10	\$15

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!

**girlscouts**  
of historic georgia

This #GivingTuesday, I'm supporting Girl Scouts of Historic Georgia. [EXPLAIN WHY YOU SUPPORT GIRL SCOUTS]. Help me raise \$75 to support an organization that empowers girls to become world-changers. Visit <https://bit.ly/GSHGGivingTuesday> to make your \$5, \$10, or \$15 donation, then let me know how much you gave so I can cross that number off my board. Thanks for your support!

**HELP ME GET BINGO & RAISE MONEY FOR GIRL SCOUTS OF HISTORIC GEORGIA!**

	B	I	N	G	O
1	\$10	\$9	\$30	\$1	\$5
2	\$1	\$2	\$15	\$8	\$6
3	\$6	\$7		\$9	\$3
4	\$3	\$20	\$4	\$10	\$7
5	\$5	\$25	\$2	\$4	\$8

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!



This #GivingTuesday, I'm supporting Girl Scouts of Historic Georgia. Help me raise up to \$200 to support an organization that empowers girls to become world-changers. Choose a square (or multiple) on the board to pick your donation amount. Let me know which square you've chosen so I can cross that number off my board. Then visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!

**HELP ME GET BINGO & RAISE MONEY FOR GIRL SCOUTS OF HISTORIC GEORGIA!**

	B	I	N	G	O
1	\$5	\$50	\$15	\$30	\$45
2	\$20	\$10	\$20	\$15	\$5
3	\$50	\$30		\$20	\$35
4	\$10	\$5	\$40	\$45	\$25
5	\$35	\$40	\$15	\$25	\$10

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!



This #GivingTuesday, I'm supporting Girl Scouts of Historic Georgia. Help me raise up to \$600 to support an organization that empowers girls to become world-changers. Choose a square (or multiple) on the board to pick your donation amount. Let me know which square you've chosen so I can cross that number off my board. Then visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!

**HELP ME GET BINGO & RAISE MONEY FOR GIRL SCOUTS OF HISTORIC GEORGIA!**

	B	I	N	G	O
1	\$5	\$12	\$16	\$9	\$20
2	\$23	\$15	\$3	\$8	\$22
3	\$10	\$25		\$17	\$6
4	\$19	\$4	\$13	\$21	\$11
5	\$18	\$7	\$24	\$2	\$14

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!



This #GivingTuesday, I'm supporting Girl Scouts of Historic Georgia. Help me raise up to \$324 to support an organization that empowers girls to become world-changers. Choose a square (or multiple) on the board to pick your donation amount. Let me know which square you've chosen so I can cross that number off my board. Then visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!

**HELP ME RAISE \$465 FOR GIRL SCOUTS OF HISTORIC GEORGIA!**

*Choose a day (or multiple) and donate that amount to Girl Scouts of Historic Georgia!*

November 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

This #GivingTuesday, help build world-changing girls of courage, confidence, and character by donating to Girl Scouts of Historic Georgia. Thank you!



This #GivingTuesday, I'm supporting Girl Scouts of Historic Georgia. Help me raise up to \$465 to support an organization that empowers girls to become world-changers. Choose a date (or multiple days) and donate that amount (ex. Nov. 4 would be \$4). Let me know what dates you've chosen so I can cross them off my calendar. Then visit <https://bit.ly/GSHGGivingTuesday> to make your donation. Thanks for your support!



## Email/Direct Messaging Outline

In addition to posting on social media, you can send emails and direct messages to your closest contacts. Here are some pointers to get you started:

1. Be intentional about who you plan to email or message directly. Reserve direct messages for those people in your network who you know best and already communicate with on a regular basis.
2. Include your contact's name in the email or direct message to add a personal touch. Even if you copy and paste the body of the message to each donor, you want your contact to know that you are intentional about contacting them.
3. Explain your connection to Girl Scouts and why it's important to you. Are you a Girl Scout, a volunteer, a parent, or just someone who loves the organization? Write a sentence or two explaining how Girl Scouts has made a difference in your life or the life of someone you love. *This is the most important part of your message!*
4. Briefly explain the good work Girl Scouts is doing to advance its mission of building girls of courage, confidence, and character, who make the world a better place. This helps potential supporters understand where their money would be going and what it would be used to accomplish. If you aren't sure, visit our website at [www.gshg.org](http://www.gshg.org) to learn more about what our council is doing to empower girls!
5. Be clear about what you are asking for; make a direct ask for financial support, and include the link to the fundraising page.
6. Thank your contact for their support.

## Sample Email/Direct Message

Hi [NAME]!

This #GivingTuesday, I'm raising money to support Girl Scouts of Historic Georgia, an organization that is near and dear to my heart. As a Girl Scout [Volunteer/Alum/Parent], I know first-hand that Girl Scouts is more than just cookies and camp! [INSERT 1-2 SENTENCE STORY HERE].

Through programming that centers around STEM, entrepreneurship, outdoors, and life skills, Girl Scouting builds girls of courage, confidence, and character who make the world a better place. Whether it's looking up at the stars at camp or looking at the stars from a rocket ship, there's no place the confidence and boldness girls learns from Girl Scouts can't take them (whoever said the sky's the limit obviously never met a Girl Scout)!

This year, I'm inviting you to join me in financially supporting Girl Scouts of Historic Georgia to keep these life-changing programs going strong for current and future Girl Scouts. Every dollar you donate stays right here in our communities to help girls dream big and do bigger. To learn more or to donate, visit <https://bit.ly/GSHGGivingTuesday>.

Thank you for your support,  
[YOUR NAME]

## Helpful Links

Check out these resources to help you with your peer-to-peer fundraiser!

- [Social Media Campaign Graphics for GSHG](#)
- [Main Fundraising Page](#)
- [Fundraising Page: Analesa's Story](#)
- [Fundraising Page: Evelynn's Story](#)
- [GAgives on Giving Tuesday page on GSHG Website](#)

Don't forget to follow Girl Scouts of Historic Georgia on social media. We may share posts that you want to share with your network!



## About Girl Scouts of Historic Georgia

Girl Scouts of Historic Georgia is rich in heritage and purpose. The council extends from the North Georgia mountains to the Okefenokee and from the Atlantic coast to the Chattahoochee Valley. Girl Scouts of Historic Georgia serves more than 8,000 girls and 3,000 adults in 122 counties in Georgia, two counties in South Carolina and one county in Alabama. The council is also the home of our organization's founder, Juliette Gordon Low, who founded Girl Scouts on March 12, 1912 in Savannah, Georgia, where her birthplace and the historic First Headquarters still welcome thousands of Girl Scouts every year. Girl Scouting gives girls a wide range of experiences to define leadership their way.

