

## Supporter Toolkit – 2018 Campaign

# #GIVING TUESDAY

### WHAT IS #GIVINGTUESDAY?

#GivingTuesday is a **global giving movement** that has been built by individuals, families, organizations, businesses and communities in countries around the world. Millions of people have come together to support and champion the causes they believe in and the communities in which they live.

Officially, #GivingTuesday falls on the first Tuesday after Thanksgiving—after Black Friday and Cyber Monday. This year, Giving Tuesday is **November 27, 2018**. While #GivingTuesday is celebrated on November 27th, the campaigns can be much longer than one day.

We have two days for getting deals – Black Friday and Cyber Monday. On #GivingTuesday, we have a day for giving back. Together, people are creating a new ritual for our annual calendar. #GivingTuesday is the opening day of the giving season.

**Every act of generosity counts**, and each means even more when we give together. Everyone has something to give. You can give time or expertise, monetary donations large or small, simple acts of kindness, etc.



### OUR CAMPAIGN

#GivingTuesday is a great opportunity for people to donate, but it's also a chance to build a powerful social media and messaging campaign. This year, KNOWAutism Foundation is creating a #GivingTuesday campaign centered around three things: **Awareness. Acceptance. Inclusion.**

**Awareness:** When more people know and recognize the early signs of autism, children can be identified sooner and begin receiving support and treatment at a younger age.

- Early, intensive intervention is one key to improving long-term outcomes for children on the spectrum. But we also want to increase awareness of how autism impacts individuals and families at all stages of life.

**Acceptance:** When people understand what Autism is and how it impacts individuals, families, and communities, we are able to cultivate compassion, shift our perspectives, and provide more effective support.

- Experiences of bullying, feelings of isolation and exclusion, and increased anxiety and stress are commonly reported by individuals with autism and their families.
- We want to increase understanding and acceptance of Autism—and ultimately build a more inclusive, supportive community.

**Inclusion:** When we actively work to include and support autistic children and their families, we all have the opportunity to thrive in new and different ways.

- We believe in the power of inclusion to strengthen our communities, breakdown barriers, and change a child's life.
- It is about loving and accepting others (and ourselves) as we are, treating everyone with dignity, and working together to create a space where everyone belongs.

## “AS I AM”

Our 2019 “As I Am” Gala (Feb. 22) is centered around inclusion in particular. We are using this theme for our #GivingTuesday campaign as well. The central idea is about accepting and including everyone using statements that incorporate “As I Am.”

- **Examples:** Love me as I am. Appreciate me as I am. See me as I am. Understand me as I am. Support me as I am. Include me as I am.



## GET INVOLVED

You can support the KNOWAutism Foundation #GivingTuesday campaign in many ways. You can donate and encourage others to do the same, host a fundraiser or event, support our social media campaign, and share your own social media posts:

### Follow Us

- Instagram: @knowautismfoundation
- Facebook: <https://www.facebook.com/KnowAutismFoundation/>

### Donate

- **Donate directly to KNOWAutism:** <http://bit.ly/knowautism-donate>
- **Facebook Fundraisers:** This year, Facebook is partnering with PayPal to match donations up to \$7 million to US nonprofits on Facebook.
  - Facebook and PayPal will match donations starting at 5am PST (7am CST) on November 27 and continue matching donations to nonprofits until the \$7M match runs out.
  - You can share the fundraiser we will have on our Facebook page or set up your own fundraiser, listing KNOWAutism as the beneficiary. Learn more: <https://donations.fb.com/individuals/>
- **Host an Event:** People have done all kinds of creative events to fundraise. Do you have an idea but need more information or support? Let us know!
  - Some ideas include a birthday fundraiser, a donation-based yoga or fitness class, a lemonade (or hot chocolate) stand, a philanthropic happy hour, a shopping event with your favorite retailer, a matching-gift campaign, a public concert or performance with donations requested, and more...

### Post to Social Media

- Throughout the month of November, we are asking supporters to post as often as they can about our campaign using the hashtags highlighted in the next section.

- In the following pages, we outline specific post ideas to support our GivingTuesday campaign. Share on Facebook, Instagram, Twitter, and/or Snapchat. Be sure to tag us or use the **#KnowAutismFoundation** hashtag so we can see the great things you are doing!
- For general ideas/tips about posting to social media for GivingTuesday, check out this toolkit: <http://bit.ly/GT-socialtoolkit>



## SOCIAL MEDIA POSTS: EXAMPLES & TEMPLATES

Use the following templates or examples to create your own social media posts. For the full text examples, you can copy and paste the text as is or use these to get you started and personalize it however you want. Make sure you include our campaign hashtags so we follow along!

### HASHTAGS

#AsIAm #InclusionMatters #DoYouKnowAutism #KnowAutismFoundation #GivingTuesday  
#Awareness #Acceptance #Inclusion

### “UNSELFIE”

As “UNSELFIE” (or “unselfish selfie”) is one of the trends that emerged with #GivingTuesday. Take a “selfie” and post it with a caption and #UNselfie to explain how or why you are giving on #GivingTuesday. You can also print out and use any of our “UNSELFIE” templates in your photo and decorate them or fill them out however you want.

Some of the templates are coloring pages, so make them colorful and fun! Be creative! The butterfly in the template represents that every child is unique, and that Autism affects every person differently. We would love to have children and adults use these pages to express themselves, celebrate what makes them unique, or share a positive message about acceptance and inclusion.

### BASIC TEMPLATES + EXAMPLES

Use these templates as a guide to create posts anytime during the month of November. Pair the text with any of the #AsIAm images, your #UNselfie or other photo, or a video clip of yourself talking about why this campaign is important to you.

**[Fact or Statistic]. [Belief/support statements]. [Hashtags]**

**Example 1:** Autism affects 1 in 59 children in the United States. Early, intensive intervention can greatly improve the long-term outcomes for children with autism. That’s one reason early detection is so important. Do you know the early signs of autism? Learn more at [www.know-autism.org](http://www.know-autism.org)

**Example 2:** One in five students report experiencing bullying. But students with disabilities are 2-3 times more likely to experience bullying than their nondisabled peers. Creating an environment where disabilities are understood, differences are valued, and bystanders are taught how to safely intervene on behalf of the victim can all help greatly reduce bullying.

**Example 3:** Children with #ASD often have significantly increased medical costs compared to neurotypical peers—on average, medical expenditures are 4.1 to 6.2 times greater per year for children autism. I believe that no child should be left untreated due to lack of information, awareness, or financial resources. That’s why I support KNOWAutism Foundation and their work to provide financial assistance to families affected by autism.

***[“As I Am” statement]. [Belief/Support Statement]. [Hashtags]***

**Example 1:** “Love me as I am.” I believe all children should feel supported, accepted, and included.

**Example 2:** “Teach me as I am.” Children with autism often learn or process information differently than their neurotypical peers. But effective educational support, access to therapeutic treatments, and community understanding give them the opportunity to thrive.

***[Quote]. [Your personal reflections/thoughts]. [Hashtags]***

**Example 1:** “The things that make me different are the things that make me.” - A. A. Milne. Differences are what make us each unique and awesome. I think we should celebrate our diversity and work to be more understanding, accepting, and inclusive.

**Example 2:** “Autism is not a choice. Acceptance is. Imagine if the opposite were true.” Choosing to be more accepting starts with learning more about others and their experiences. I am choosing to learn more about Autism and how I can be a better friend/colleague/neighbor. Will you join me?

**“SAVE THE DATE”**

*Post these anytime leading up to Nov 27 to let people know about #GivingTuesday and your support for KNOWAutism! You can copy & paste the example text or use these as inspiration for your own post. Pair these with “Save The Date” images, #UNselfie photos, video, or any other images you’d like.*

**Example 1:**

Save the Date! #GivingTuesday is on November 27! This year, Facebook is partnering with PayPal to match up to \$7 million in donations made on Facebook to eligible US-based 501(c)(3) nonprofits. Facebook and PayPal will match donations starting at 5am PST on November 27 and continue matching donations to nonprofits until the \$7M match runs out.

I am pledging to support KNOWAutism Foundation for this global day of giving. How will you join the movement? #KnowAutismFoundation #AsIAm #InclusionMatters #DoYouKnowAutism

**Example 2:**

#GivingTuesday is almost here! Did you know that this year, Facebook is partnering with PayPal to match up the \$7 million in donations made through Facebook to eligible nonprofits? This donation matching is only available on #GivingTuesday, November 27, starting at 5am PST (7am CST) and continuing until the \$7M match runs out. But you can continue giving to nonprofits any time—and every donation counts!

I will be supporting KNOWAutism Foundation, a Houston-based nonprofit that provides financial assistance to families affected by Autism Spectrum Disorder. Autism now affects 1 in 59 children in the United States. KNOWAutism believes that no child should be left untreated due to lack of information, awareness, or financial resources. Will you join me in supporting their work? #AsIAm #InclusionMatters #DoYouKnowAutism #KnowAutismFoundation #GivingTuesday #Awareness #Acceptance #Inclusion

**“ABOUT #GIVINGTUESDAY”**

Post these anytime to educate others about #GivingTuesday. Pair this text with any GivingTuesday logo image, your #unselfie, or a video clip of yourself talking about GivingTuesday and why you support KNOWAutism!

**Example 1:**

Have you heard about #GivingTuesday? #GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities around the world. It is a movement to bring people together to support and champion the causes they believe in.

This year, GivingTuesday is November 27, and I am planning to support KNOWAutism Foundation and their #AsIAm campaign to promote autism awareness, acceptance, and inclusion! Visit [www.know-autism.org](http://www.know-autism.org) to learn more about KNOWAutism, and let me know how you plan to participate! #InclusionMatters #DoYouKnowAutism #KnowAutismFoundation #Awareness #Acceptance #Inclusion

**Example 2:**

In November, we have two big days for getting deals on shopping – Black Friday and Cyber Monday. But on #GivingTuesday, we have a big day for giving back. Together, people are creating a new ritual for our annual calendar. #GivingTuesday is the opening day of the giving season.

Every act of generosity counts, and each means even more when we give together. Everyone has something to give—time or expertise, monetary donations large or small, simple acts of kindness, food or clothing. There are plenty of ways to get involved!

I am supporting KNOWAutism Foundation and their #AsIAm campaign to promote acceptance and inclusion for all children! Visit their page to learn more about their work and their campaign. #Awareness #Acceptance #Inclusion #KnowAutismFoundation #InclusionMatters #DoYouKnowAutism

