



Giving Tuesday Tool Kit **Tuesday, November 28th, 2023**

Giving Tuesday is a global generosity movement and it's important that your library participates to remind your constituents that public libraries are an option for charitable giving. Giving Tuesday kicks off the "giving season" and many current donors and potential supporters of your library are looking for charitable deductions before year end. Share your passion for your library and offer your constituents the opportunity to make a difference in your *local community*.

The attached toolkit has creative assets and posts that you can personalize and copy and paste for social media, emails, in a newsletter or on your website. You will receive bookmarks with a QR code this week. These can be displayed at your circulation desks or put in your **Holds books** several weeks before GT.

It is highly recommended to share with your Friends groups, Boards and other volunteers and ask them to share with their personal networks.

Creative assets included: graphics for display screens inside your library, graphics for emails to your supporters, social graphics and posts one week before, the day before, day of and a thank you the following day.

Marketing research shows that people need to see a message **7 times** before they make a decision, so consistency is key! The micro-campaign strategy is most effective when your supporters see it in a variety of "channels"—social, email, newsletter, etc.

I have drafted posts, please personalize with your library's name. *If you prefer to draft your own posts, please remember to keep them short and include a call to action, along with the link to give.* bit.ly/NEKLS-GIVE You can also utilize the hashtag **#givingtuesday**.

- Best times to post on social media: Mondays from 10 a.m. to noon. Tuesdays from 9 a.m. to 2 p.m. Wednesdays from 9 a.m. to 1 p.m. Thursdays 9 a.m. to noon.
- Best days to post on social media: Tuesdays and Wednesdays.

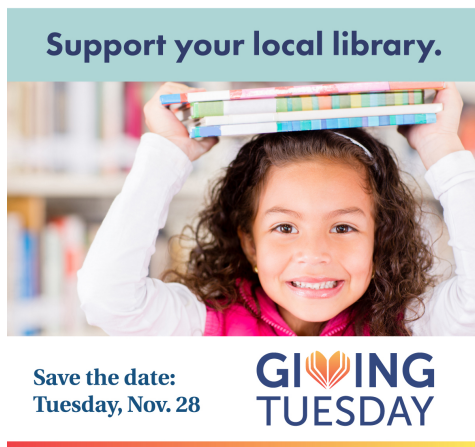
- Worst days to post on social media: Sundays.

All public libraries in the NEKLS region are eligible to receive gifts through the page on the NEKLS Foundation website and it will be designated to your individual library through the giving form. The NEKL Foundation is a 501c3 and accepts charitable donations and the donation is tax deductible. We will process your gift and send an acknowledgement for tax purposes. The only fee is the standard credit card processing fee that any cc platform charges (we use Stripe).

Social posts:

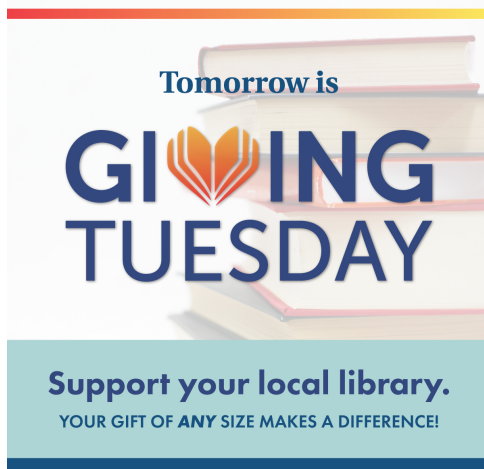
One week before, Tuesday, Nov. 21

*There are 3 different photo/graphic options



Mark your calendars for **Giving Tuesday on November 28th**! Giving Tuesday is a global generosity movement and a perfect time to support the **XXXX Library**. Please share with your networks and consider making a gift *of any size* too! bit.ly/NEKLS-GIVE **#givingtuesday**

Day Before, Monday, Nov. 27th




Tomorrow is Giving Tuesday! The **XXXX Library** is more than just books. Give the gift of opportunity and support the **XXXX Library** during Giving Tuesday. You can make your gift at

bit.ly/NEKLS-GIVE Every single gift makes a difference and supports: lifelong learning, programs for all ages, helps to bridge the digital gap, career readiness and small business resources and also builds community connections.

#givingtuesday

Day of—Tuesday, Nov. 28th



LIBRARIES PROVIDE MORE THAN BOOKS!

- Lifelong learning
- Creative & accessible programs for all ages
- Bridge the digital gap
- Career readiness & small business support
- Community connections

GIVING TUESDAY

YOUR GIFT OF ANY SIZE MAKES A DIFFERENCE!

Today is the day! Please consider supporting the **XXXX Library** with a gift *of any size*. Every single gift makes a difference and promotes lifelong learning while building connections in our local community. bit.ly/NEKLS-GIVE

#givingtuesday

*There are 2 graphic options

Day after—Wednesday, Nov. 29th

Your support impacts communities.



Thank you for giving to your local library.

THANK YOU to the many that supported the **XXXX Library** on Giving Tuesday! We are incredibly grateful for your generosity. Your gift makes a difference and helps us to build connections in the community and support lifelong learning for all ages!

bit.ly/NEKLS-GIVE

#givingtuesday