SHARE YOUR LEGACY.
GIVE THE GIFT OF GOOD HEALTH TO OUR COMMUNITY.

#GIVINGTUESDAY
DECEMBER 3, 2019

AMBASSADOR TOOLKIT
#GivingTuesday is a global day of giving fueled by the power of social media and collaboration.

Celebrated the Tuesday following Thanksgiving and the widely recognized shopping events Black Friday, Small Business Saturday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

This year, #GivingTuesday is December 3.
HOW YOU CAN HELP

Thank you for being a Legacy Health #GivingTuesday Ambassador! Our Ambassadors are difference makers – as an Ambassador who believes in our work, you can help us reach others; you can spread the word far and wide and secure #GivingTuesday participation from your friends and followers. You can help us positively impact even more lives.

#GivingTuesday Ambassadors contribute in a variety of ways including:

- Making a gift to a Legacy Health foundation on Tuesday, December 3, 2019
- Sharing your “Why I Give” stories on Facebook, Twitter, and other social media
- Encouraging others to participate by sharing posts and tweets

The ideal #GivingTuesday Ambassador will share relevant content on behalf of Legacy to promote online giving. We ask Ambassadors to make an online donation, of any amount, and share your philanthropic support with others in your social network.

#GIVING TUESDAY TOOLKIT

A schedule for social posts and engagement
Suggested Facebook posts and tweets
Additional social content to make your #GivingTuesday campaign complete
SOCIAL MEDIA AND ENGAGEMENT
SUGGESTED TIMELINE

☐ Read through the ambassador toolkit
☐ Like us on Facebook
☐ Follow us on Twitter
☐ Follow us on LinkedIn
☐ Recommend other ambassadors

@legacyhealth
@legacychildrens
@caresnw.kids
@OurLegacyHealth
@RandallChildren
@legacy-health
Using Facebook, Instagram and Twitter, announce to your followers that you plan to participate in #GivingTuesday on December 3 - and that you plan to donate to Legacy Health. And don’t forget to use the hashtags to be part of the conversation.

- Ask your friends and followers to save the date and join you.
- Share why you support Legacy Health and your followers know that you’ll share more about your WHY leading up to the big day of giving.
- Educate your followers about #GivingTuesday, as they may be unfamiliar.

- Retweet, like, and share posts by Legacy Health.
- Use #GiveGoodHealth and #GivingTuesday in your posts and tweets to help create buzz.
- Share why you support Legacy Health.
The preparation during this week will be the indicator of the success of our #GivingTuesday campaign. During this week, you should be constantly communicating with your social network and the Philanthropy staff at Legacy Health.

**Tuesday, November 26**

- Change your Facebook profile picture to the Legacy Health #GivingTuesday image.
- Begin countdown language: “We’re one week away!”

**November 27 - December 2**

- Continue countdown language to build excitement.
- Share daily posts/tweets about why you give to Legacy Health and help drive traffic to [www.legacyhealthgiving.org/givingtuesday](http://www.legacyhealthgiving.org/givingtuesday).
**Tuesday, December 3**

#GivingTuesday

- Make your gift today! Visit [www.legacyhealthgiving.org/givingtuesday](http://www.legacyhealthgiving.org/givingtuesday)

- Share with your social network that you made a gift - share how you gave, why you gave and encourage others to give too!

- Share every Legacy Health social media post/tweet.

**Wednesday, December 4**

Say Thank You

- Share emails and social posts about #GivingTuesday success and impact.

- Take our follow-up survey and let us know how we can improve for 2020.
CREATE SOCIAL BUZZ
EXAMPLE POSTS

I’m proud to share that I’m a #GivingTuesday ambassador for @LegacyHealth! I pledge to donate to SITE/PROGRAM on December 3 and help spread the word about THEIR WORK. I hope you’ll join me in giving!

Save the date: #GivingTuesday is December 3! This year, I pledge to give to @LegacyChildrens because I support the critical care needed to help children and families heal. Will you do the same?

#GivingTuesday is about all of us coming together and giving back to do extraordinary things. On December 3, I pledge to give to @LegacyHealth. Save the date to join me in this global day of giving!

#GivingTuesday is Dec 3! I pledge to give to @OurLegacyHealth. Save the date to join me!

On #GivingTuesday Dec 3, I will support @OurLegacyHealth. Will you? #savethedate

#GivingTuesday is a day for everyone, everywhere, to GIVE! Save the date, Dec 3, and join me in supporting @OurLegacyHealth!
Just six days until #GivingTuesday!

Just four days until #GivingTuesday, a global day of giving. I’m making my gift to @LegacyHealth. Join me and show your support!

It’s Cyber Monday - use those savings from today to support @LegacyHealth during #GivingTuesday tomorrow!

#GivingTuesday is just six days away! Join me and pledge your support to @OurLegacyHealth.

Black Friday, Small Business Saturday, Cyber Monday - tomorrow is #GivingTuesday! I’m donating to @OurLegacyHealth to support patients and families in need.
Today is #GivingTuesday and I just made my donation in support of @LegacyHealth. Will you join me?
www.legacyhealthgiving.org/givingtuesday

#GivingTuesday is today! This is the day to show your support for @LegacyHealth! www.legacyhealthgiving.org/givingtuesday

Today is #GivingTuesday and you can give back in a powerful way by supporting @OurLegacyHealth.
www.legacyhealthgiving.org/givingtuesday

This #GivingTuesday, consider a gift to @RandallChildren to help ensure all children have access to the life-saving treatment, programs and medical equipment they need to thrive.

Your #GivingTuesday gift to @OurLegacyHealth provides comfort and healing to families in need. Join me and make your gift today!
CREATE SOCIAL BUZZ
SHARE YOUR SUPPORT

SAVE THE DATE: DECEMBER 3
YOU CAN #GIVEGOODHEALTH THIS HOLIDAY SEASON

#GIVINGTUESDAY
DECEMBER 3, 2019

#GIVEGOODHEALTH
YOU CAN GIVE THE GIFT OF GOOD HEALTH THIS HOLIDAY SEASON

#GIVINGTUESDAY
DECEMBER 3, 2019