



SHARE YOUR LEGACY.

GIVE THE GIFT OF GOOD HEALTH TO OUR COMMUNITY.



LEGACY
HEALTH

#GIVINGTUESDAY

DECEMBER 3, 2019

AMBASSADOR TOOLKIT

#GI♥INGTUESDAY

WHAT IS #GIVINGTUESDAY?

#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



TODAY

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



@legacyhealth



@OurLegacyHealth



@legacychildrens



@RandallChildren



@caresnw.kids



/legacy-health

TUESDAY NOVEMBER 12, 2019

- ☐ 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.

EVERY WEEK IN NOVEMBER

- ☐ 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**.

TUESDAY, DECEMBER 3

#GIVINGTUESDAY

- ☐ Make your gift today! Visit 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!**

CREATE SOCIAL BUZZ

THE FINAL COUNTDOWN



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.

CREATE SOCIAL BUZZ

ON #GIVINGTUESDAY



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





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