

GIVING TUESDAY

NHCT Ambassador ACTION GUIDE

What is #GivingTuesday?

#GivingTuesday was created in 2012 as a simple idea: **a day that encourages people to do good.** #GivingTuesday is an opportunity for people around the world to use their individual power of generosity to remain connected and support their communities. **It's a day when everyone comes together to give back in all forms**—acts of kindness, gifts of voice, time, talent or treasure.

This year, #GivingTuesday is November 30, 2021



Mark Your Calendar

Mark your calendar and make a gift to NHCT online on November 30, 2021—#GivingTuesday



Email Your Contacts

Send a personalized pitch email to your contact list sharing why NHCT is important to you



Connect with Us

Go to our [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#) pages—like and follow us!



Recruit 5 Friends

Get 5 friends to make a donation to New Hampshire Children's Trust on or before #GivingTuesday



Update LinkedIn

Make sure your connection to NH Children's Trust is listed on your LinkedIn profile



Facebook Fundraising

An easy way for your friends and family to support NHCT—a cause that is important to you



Promote on Social Media

Post about it on social media and/or share our posts with your network to spread the word about NHCT's work



Make a Video

Create a 20 second video on why you support NHCT and post it to social media