Association House OF CHICAGO

Giving Tuesday Toolkit
We’re so glad to have you be a part of the GivingTuesday movement! Together, we’re building a more just and generous world through an epic, global celebration of generosity on December 1. We encourage you to use the following resources build a successful campaign. You can also reach out anytime to dwoodards@associationhouse.org with specific questions or to share any announcements and plans.

How you can help Association House on #GivingTuesday:

- Host a Facebook fundraiser
- Serve as an Association House ambassador for your company
- Make a one-time donation

Ready to start? We’ve put together this toolkit to provide you with all the resources you need to plan a successful campaign, including:

- Mega messages to talk about the GivingTuesday movement with your team, board, supporters, and a wider audience
- Steps for getting involved
- Social media tips
Association House addresses Chicago’s most pressing economic and social issues, helping 5,500 individuals and families to realize and achieve their health, educational, and employment goals to improve our community’s quality of life.

Since 1899, Association House (AHC) has worked with Chicagoans who seek tools to lead more productive lives. It is one of the oldest “settlement houses” in Chicago originally designed to provide relief and guidance to new immigrants. Today, Association House is a vital resource to under-served, multicultural communities, providing collaborative programs to promote health and wellness, educational advancement, and economic empowerment for participants throughout Chicago.

Supporters fuel the social impact we have made in Chicago communities for well over a century. Our success – then, now, and in the future – depends on your contributions to Association House.

Your #GivingTuesday donation helps to purchase books for the young children of our high school students, holiday gifts for the children in foster care, hygiene kits for individuals who are homeless, meals for individuals with developmental disabilities, mental illness, or substance use disorders, and more!

#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.
ASSOCIATION HOUSE

STEPS TO PARTICIPATE

How to create a Facebook Fundraiser:
1. Click Fundraisers in the left menu of your News Feed.
2. Click Raise Money.
3. Select Nonprofit or Charity.
4. Select a charitable organization (Association House of Chicago), select your cover photo and fill in details with mega messages (included in this packet) and a personal call to action.
5. Click create.

Serve as an Association House ambassador for your company:
Send an email and spread word about Association House through your office in support of #GivingTuesday using mega messages. Direct coworkers to the Association House donate link (associationhouse.org/donate)

Make a one-time donation:
To support Association House for #GivingTuesday individually simply visit associationhouse.org/donate
The GivingTuesday hashtag is a key part of communications. It’s also one of the best ways to engage your donors and community, and to share Association House’s mission and values with a new audience.

Remember to use the hashtag #GivingTuesday on social media when talking about your campaign and to tag Association House at the proper handle listed below. The social media buzz amplifies your reach by expanding your normal audience and encouraging new donors to get involved!

Be sure to use the Association House of Chicago feature image which is available here.

Encourage sharing of your messages with friends, family, coworkers

Facebook: Association House of Chicago
Twitter: @AssocHouse
Instagram: @AssocHouse