



Giving Tuesday Fundraising Guide

On December 1 only, all transaction fees for online giving are waived and 100% of all gifts made go directly into our programs! As a fundraiser with an online campaign, this is a unique day for you to knock out a big chunk of your fundraising goal. Here's three simple things you can do today towards that end:

1. EMAIL FRIENDS AND FAMILY & POST TO FACEBOOK AT 9AM!

Email this quick message asking them to give towards your goal on this special day. Just don't forget to add the link to your fundraising page:

Hi everyone! am fundraising for Operation Broken Silence, a nonprofit working diligently to support the people of Sudan. I care very deeply about the work we're doing to support them as they face war and genocide every day.

I'm reaching out because it is a special day! Today is Giving Tuesday, the one day of the year where there are no transaction fees when you make a donation online to Operation Broken Silence. That's right, 100% of your gift will go to the cause! You can help me reach my goal and support our work in Sudan by making a donation of any size here: (insert link to fundraising page)

Please give generously today as this is a great chance to maximize our impact! I'll reach out again this afternoon with an update on my progress. Talk to you soon!

2. REENGAGE VIA EMAIL & FACEBOOK AT 2PM!

Don't forget to fill in the blanks:

Hi everyone! Thanks to those who have already given! I have now raised \$__ out of my \$__ goal! Remember, today only 100% of your gift goes to our work in Sudan. There are no transaction fees which means you get to maximize your impact. If you haven't given yet, please do so here: (insert link to fundraising page)

2. REENGAGE VIA EMAIL & FACEBOOK AT 7PM!

Don't forget to fill in the blanks:

Hi everyone! Thanks to those who have already given! I have now raised \$__ out of my \$__ goal! There's only a few hours left to give and 100% of your gift goes to our work in Sudan. There are no transaction fees which means you get to maximize your impact. If you haven't given yet, please do so here: (insert link to fundraising page)