Give Time for #GivingTuesday

Nonprofit Partner Toolkit

VolunteerMatch and U.S. Bank are teaming up to inspire volunteers to give time in honor of #GivingTuesday. We'd love to partner with your organization in sharing some joy by highlighting what volunteers at your organization are doing to serve your communities this holiday season.

What Are We Doing?

#GivingTuesday kicks off the holiday giving season. With the growing need for volunteers in our communities, our focus is to inspire others with uplifting stories about how people give time to help others in our communities. And to share some joy during a time when many of us really need it.

VolunteerMatch and U.S. Bank are coming together to help you amplify what your team of volunteers is doing and show the amazing stories of the many ways to give back and make community possible.

When?

#GivingTuesday falls on November 30, 2021. Our #GiveTimeSweepstakes will run from now through December 4, 2021.

Why Give Time?

#GivingTuesday is a global movement dedicated to giving back. This year our communities need even more support, and many of us have less money to give. Showing a variety of ways people are donating time will spur others to give their time.

Not only does volunteering benefit your organization, but it can improve people's health. With everything going on right now in the world around us, we could all use a little ray of sunshine. Research shows that volunteering can help lift spirits and may even make you healthier and improve longevity.
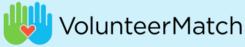
How Do you Participate?

Invite your communities and networks to join you in being a part of the #GiveTimeSweepstakes. Inspire volunteers to share the story of how they give time by December 4, 2021.

Joining the #GiveTimeSweepstakes will help you promote your volunteer program and energize current or prospective volunteers to sign up to meet your current volunteer needs.

We'd love to hear how your organization and volunteers are working hard to make community possible! We've included some shareable graphics and sample social media posts for your use.

VolunteerMatch

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Instructions

Volunteers will be asked to do the following:

1. Share your volunteer story now through December 4, 2021 on social media with the hashtag "#GiveTimeSweepstakes" and tag @VolunteerMatch in your post. Upload a photo/video of yourself volunteering. Don't be shy about showing your virtual activities — we would love to see how you are giving back remotely!
2. Be inspired by how others are making an impact. Follow VolunteerMatch on Facebook, Twitter and Instagram, and be sure to like and share others' posts.
3. Invite others to join you in sharing the joy! This toolkit is chock full of social media prompts and graphics you can use.

If you'd like to share a story on behalf of your volunteers, you're more than welcome to. Organizations will also be entered into our sweepstakes.

Campaign details and entry instructions can be found here.

The Prize

Participants will be entered to win one of 10 VolunteerMatch Memberships to help the eligible service organization of their choice recruit volunteers year-long! Sweepstakes rules can be found here.

VolunteerMatch

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Handles, Hashtags, URLs

Hashtags:
#GiveTimeSweepstakes
#CommunityPossible
#GivingTuesday

Campaign Landing Page:
https://info.volunteermatch.org/givetime

Handles:

VolunteerMatch
Twitter: @VolunteerMatch
Facebook: @VolunteerMatch
Instagram: @VolunteerMatch

U.S. Bank
Twitter: @usbank
Facebook: @usbank
Instagram: @usbank

Sample Social Media Posts

Feel free to share these posts as is, make adjustments to reflect your organization's mission and tone, or create your own. Remember to make your update more engaging by adding a shareable graphic.

General

[Your_Organization_Name] joins @VolunteerMatch + @usbank to inspire others to give time this #GivingTuesday to a cause you care about. Not sure where to start? Find a volunteer opportunity on VolunteerMatch.org and tell us about it! https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes

In honor of #GivingTuesday, join the @VolunteerMatch + @usbank #GiveTimeSweepstakes and find a way to make #CommunityPossible. Get inspired, then share your story. https://hubs.li/H0_Cw6H0

This #GivingTuesday, tell us: How do you give time to make community possible? Tag @VolunteerMatch + @usbank for a chance to help the nonprofit of your choice recruit volunteers all year long! Learn more. https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes
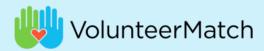
Sweepstakes

Do you volunteer with us? @VolunteerMatch + @usbank want to hear all about it! Share how or why you give time this #GivingTuesday (11/30/21) to enter for a chance to win a gift for your favorite nonprofit! Learn more. https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes

Why do you give time? Join @VolunteerMatch + @usbank this #GivingTuesday by sharing your story and inspiring others to give back this holiday season. Plus, you'll be entered for the chance to win a prize for your favorite nonprofit! https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes

Share how you give time this #GivingTuesday with @VolunteerMatch + @usbank. You could win a gift for your favorite nonprofit + double your impact! Learn more. https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes

Community

This #GivingTuesday, join @VolunteerMatch + @usbank to give time to a cause you care about and make #CommunityPossible. Get inspired, then share your story. https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes

VolunteerMatch   usbank

This holiday season our communities need even more support. Share how you give time to make community possible this #GivingTuesday. Not sure, where to start? Here's some inspiration on ways to #volunteer. https://hubs.li/H0_DThN0 #GiveTimeSweepstakes

Be a virtual friend to a senior, deliver a homemade meal, foster an animal, do a toy drive. There are so many ways to give time to make community possible this holiday season on #GivingTuesday @VolunteerMatch. Find a way to give back, then tell us about it. https://hubs.li/H0_DS-l0 #GiveTimeSweepstakes

#GivingTuesday

Share some joy this #GivingTuesday. Give time as a family to uplift your community at a time when our communities need more support. Not sure where to get started? @VolunteerMatch + @usbank have some ideas. https://hubs.li/H0_DS-l0 #GiveTimeSweepstakes

Calling all [YOUR_ORGANIZATION_NAME] volunteers! We're teaming up w/ @VolunteerMatch + @usbank for their give time for #GivingTuesday campaign. Help us inspire others to donate their time by sharing your story. https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes

#GivingTuesday is a global day of giving that kicks off the charitable season. This year, @VolunteerMatch + @usbank want you to double your charitable impact and give time to a cause you're passionate about. Then inspire others by sharing your story. https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes

Give back on #GivingTuesday. We're joining @VolunteerMatch + @usbank to encourage you to give time this #GivingTuesday. Find a cause that lights you up, then tell us about it. https://hubs.li/H0_Cw6H0 #GiveTimeSweepstakes

Shareable Graphics

You can find all the graphics in this folder. Images below are also hyperlinked to downloadable files.

Instagram
Size: 1080 x 1080 px

Twitter
Size: 1024 X 512 px

Instagram Story
Size: 1080 x 1920 px

Facebook
Size: 940 x 788 px