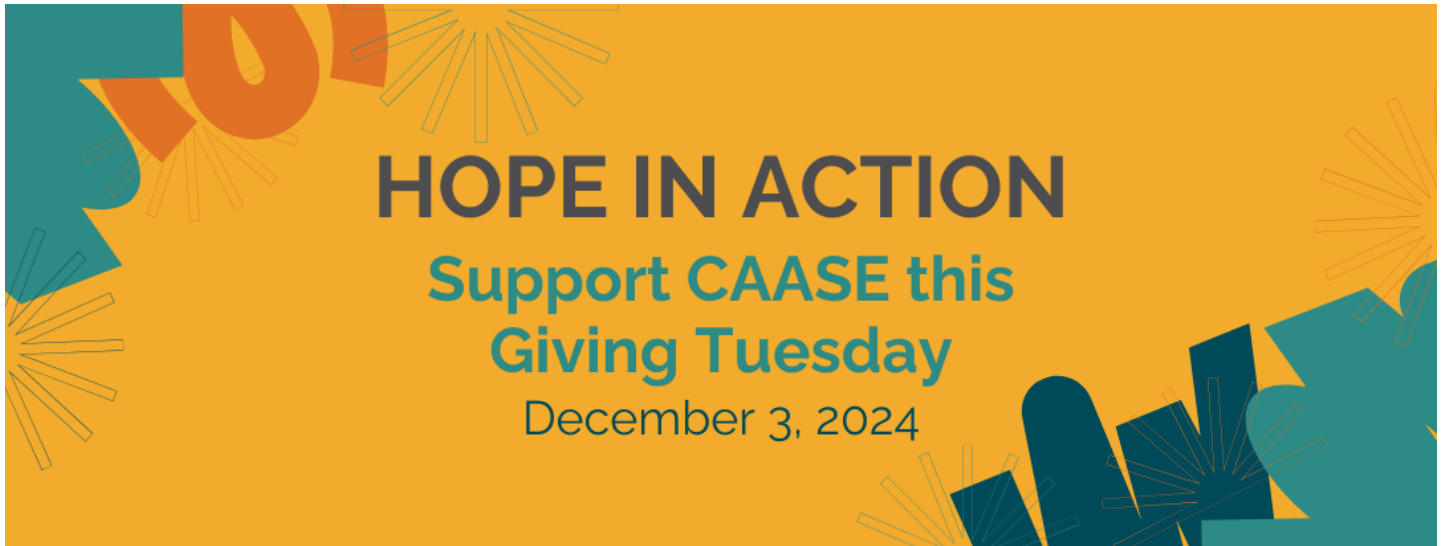


# Giving Tuesday 2024 Toolkit



Welcome to CAASE’s Giving Tuesday 2024 Toolkit! This toolkit will provide you with all the information and resources needed to be a CAASE ambassador this Giving Tuesday. We appreciate your commitment to this work! Keep reading for instructions about fundraising, downloadable graphics, creating engaging social media posts, emails, and more.

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# WHAT IS GIVING TUESDAY?

We have a day for giving thanks. We have two for getting deals. Now, we have Giving Tuesday, a global day dedicated to giving back. On **Tuesday, December 3, 2024**, people around the world will come together for one common purpose: to celebrate generosity and to give.

It's a simple idea. Give to a cause you care about—like ending sexual harm—and then tell everyone you can about how you are giving and why they should too. It's all about activating our community to make a difference.



## SOCIAL MEDIA POSTS

**Social media is the most important tool you'll be using for #GivingTuesday**, so get ready to post! Here are some samples for social media. Use whatever platform your community is on. Feel free to use these as often as you like or as inspiration to craft your own unique messages. **Note: to maximize your impact, be sure to always include the link to our donation page ([bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)) or your own peer-to-peer fundraiser if you have one.** Use these hashtags: #HopeInAction #GivingTuesday. **Tag @TheCAASE** in your posts and we will elevate them too!

Help us secure contributions and welcome new folks to the cause. Giving Tuesday is a busy day on social media so it's a good idea to reach out to friends early. Here are some sample posts:

- #GivingTuesday is coming up and I'm participating by raising funds to support CAASE! It's a fantastic local nonprofit dedicated to ending all forms of sexual exploitation. [*\*\*Feel free to add more about why you love CAASE!*] Click here to donate: [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24) Thank you!
- There's no better time to become a @TheCAASE supporter than #GivingTuesday! Support survivors in our community. Give by 12/3 at [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)
- Do you support free legal aid for survivors? Prevention education? Effective statewide advocacy? Survivor-centered programs? Help fund it all! Donate to @theCAASE for #GivingTuesday. Then tell your pals why you #SupportSurvivors. Please give today! [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)
- I'm giving to @theCAASE for #GivingTuesday to help end #SexualHarm. Please join me! Give and learn how your donation makes a difference at: [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)
- I gave to @theCAASE so survivors of sexual harassment, assault, and exploitation have access to free legal representation. Join me in giving to this worthy cause! #GivingTuesday. [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)
- Show survivors they have community support by making a donation today. Support @theCAASE for #GivingTuesday! Gifts are being matched! [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)
- A simple gift of \$15 can go a long way when we all pitch in. Give to help put #HopeInAction for #GivingTuesday. [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)

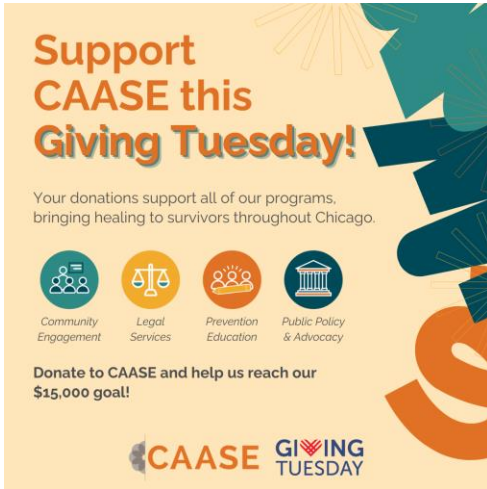
- Survivors continue to show true grit and speak out about sexual assault and harassment. Honor their courage and show them you have their back right now by donating to @theCAASE for #GivingTuesday. [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)
- I'm giving to @TheCAASE, TODAY, to #SupportSurvivors of sexual harm. Will you join me? [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24) #GivingTuesday
- Thousands are impacted by the commercial sex trade in Chicago. Yet, our community response continues to ignore those causing the problem – exploiters. Can you give \$15 to help put #HopeInAction? Donate to @theCAASE today: [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24) #GivingTuesday

### **Don't forget Thank You Wednesday!**

The day after Giving Tuesday is Thank You Wednesday (December 4). Don't forget to send a big thank you to everyone who donated and supported your fundraiser!

# GRAPHICS & RESOURCES

We've created social media graphics to help your #GivingTuesday efforts stand out from the crowd. You can view and download graphics these graphics by clicking on them, or on the text below them. They will open in a new window. Right click and select "Save Image As...". Then add them to your upcoming social media posts!



[Download "Support CAASE this Giving Tuesday" image here.](#)



[Download "Support/uplift/believe survivors" image here.](#)



[Download "I'm supporting CAASE" Instagram Story image here.](#)



[Download "I'm supporting CAASE" square image here.](#)

You can also re-share existing posts and photos from CAASE’s social media. Feel free to add your own commentary and talk about why this work is worthwhile and why you believe your own friends and family should give and get involved too!

# SENDING AN EMAIL

Email or direct messaging on social media are great ways to personally reach out to your network. The nice thing about email is that you can create drafts ahead and schedule them to go out when you want, before or on December 3.

Here is a sample email:

Hi \_\_\_\_\_!

I wanted to tell you about a Giving Tuesday campaign I'm participating in on Tuesday, December 3. Charities, businesses, community groups, and students around the world will come together for one common purpose: to celebrate generosity and to give. You pick a cause you're passionate about and give something to show support. It can be volunteering your time, making a donation, or helping spread the word.

I chose to donate (\$ amount) to an amazing organization, the Chicago Alliance Against Sexual Exploitation, (CAASE). They provide community support and free legal services for survivors of sexual violence. They also shift our community's focus to ending demand for commercial sex and create education curriculums so youth can be allies in ending sexual harm.

*[Insert a personal story - why this cause is important to you]*

*Example: As you may know, my close friend was sexually assaulted last year. It was an extremely difficult time for her and what came afterward was even more disheartening. She had to navigate a complicated legal system, and she had to deal with being blamed for her perpetrator's crime. I decided to get involved and do something to change how we respond to survivors of sexual violence.*

Are you interested in giving too? We're trying to raise \$15,000 to ensure CAASE can help even more survivors. You can also show support by spreading the word to family and friends.

It's really easy to donate online, and to share the campaign with friends. Just click on this link to donate:

[bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)

Sincerely,

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# FOLLOW OUR #GIVINGTUESDAY ACTIVITY ONLINE!

Find us at **@TheCAASE** across social media!

[Follow CAASE on LinkedIn](#)

[Follow CAASE on Instagram](#)

[Follow CAASE on Facebook](#)

[Follow CAASE on X](#)

**Website:** [www.caase.org/givingtuesday](http://www.caase.org/givingtuesday)

**Donation Link:** [bit.ly/CAASEGT24](https://bit.ly/CAASEGT24)

**Hashtags:** #GivingTuesday #HopeInAction

## REACH OUT TO US WITH QUESTIONS

Contact Marketing and Communications Manager, Lizzy Springer

Email: [lspringer@caase.org](mailto:lspringer@caase.org) Phone: (773) 244-2230 ext. 203