

TAR HEEL
TUESDAY  **DAY** 12
01
15

Tool Kit

What are #GivingTuesday and #TarHeelTuesday?

We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back. On **Tuesday, December 1, 2015**, charities, families, businesses, community centers and students around the world will come together for one common purpose: to celebrate generosity and to give. For more information on this global movement visit <http://www.givingtuesday.org/>. This year, we are participating again with our very own **#TarHeelTuesday**: a chance for Tar Heels to join the #GivingTuesday movement and make a difference at UNC.

How can you get involved (and benefit!)?

You can help rally the UNC community to come together for one common purpose: **to celebrate generosity and to give online to any fund they care about at UNC on Dec. 1**. By joining us in promoting this effort, you can encourage your fans and followers to give to your area!

Help us spread the word:

#TarHeelTuesday: Use this hashtag and post about #TarHeelTuesday on your school or unit's social media platforms. We have provided sample tweets and Facebook posts below. We suggest several posts in the weeks leading up to the big day, and several posts on Dec. 1.

Recruit Carolina Online Ambassadors

This year we have added a new element to our #TarHeelTuesday efforts. We now have *Carolina Online Ambassadors* onboard to help us spread the word! Carolina Online Ambassadors are ambassadors who have agreed to use their online influence to help the #TarHeelTuesday campaign. They are Carolina alumni, faculty, staff, students, parents, donors and other friends of UNC who connect over celebrating their Carolina pride, spreading good news about the university and sharing the importance of giving back.

You can help us recruit an outstanding group of Carolina Online Ambassadors who help us spread the word about #TarHeelTuesday. When ambassadors sign up, they volunteer to use their online influence to amplify our #TarHeelTuesday efforts. We will have contests and amazing UNC-related prizes for those that accrue the most points through the platform.

Resources

Website

Website with downloadable images to be used on social media:

<http://giving.unc.edu/giving-tuesday/>

Online ambassador sign-up page:

<http://giving.unc.edu/giving-tuesday/help-us-spread-the-word/>

Social Media Sample Posts

Combine these with any of the images available on our website for maximum impact!

To Recruit Ambassadors:

We've made it easy for you to recruit ambassadors for your school or unit! Simply share the following tweets and Facebook posts to your account:

Twitter



Become a Carolina Online Ambassador for #TarHeelTuesday here:
<http://ow.ly/UqrLj>

Want to win a fun night out in Chapel Hill? Become an online ambassador for #TarHeelTuesday here: <http://ow.ly/UqrLj>

#TarHeelTuesday is 12.01.15! Register to be an online ambassador today.
<http://ow.ly/UqrLj>

Facebook



Want to win a fun night out in Chapel Hill including two tickets to the UNC vs. Appalachian State basketball game, a \$100 gift card to Top of the Hill Restaurant & Brewery and a one-night stay at the Carolina Inn? Become a Carolina Online Ambassador for #TarHeelTuesday for a chance to win and help us do great things for Carolina. Sign up here! <http://giving.unc.edu/giving-tuesday/help-us-spread-the-word/>

To Promote #TarHeelTuesday leading up to 12/1:

Twitter



We're kicking off #GivingTuesday UNC with our own edition: #TarHeelTuesday! Help us do great things. <http://ow.ly/Uq28v>

#TarHeelTuesday is 3 weeks away. Help turn today's Tar Heels into the (business leaders, doctors, journalists, librarians, teachers) of tomorrow. Check it out! <http://ow.ly/Uq2Z6>

What is #TarHeelTuesday? A day to give! Learn more here: <http://ow.ly/Uq2Z6>.

What better day than #TarHeelTuesday to show your Carolina pride! #GDTBATH <http://ow.ly/Uq2Z6>

It's almost here! #TarHeelTuesday is tomorrow. <http://ow.ly/Uq2Z6>

Facebook



Help us spread the spirit of giving back to UNC by replacing your profile picture and/or cover photo with one of these images! #TarHeelTuesday #IGivetoUNC

*Make an album of several options for Facebook profile pictures and cover photos that can be found on the #TarHeelTuesday resources page.

Mark your calendars - #TarHeelTuesday is Dec.1! Learn more about how you can make an impact for current and future Carolina students here: giving.unc.edu/giving-Tuesday.

What are you thankful for? We're thankful for our amazing donors! #TarHeelTuesday #IGivetoUNC giving.unc.edu/giving-tuesday

Have you added #TarHeelTuesday to your Outlook or Google calendar yet? It's next week! Click here to add: giving.unc.edu/giving-tuesday

To Promote #TarHeelTuesday day of:

Twitter



#TarHeelTuesday is officially here! Make your gift today. <http://ow.ly/Uq2Z6>

Help us reach our #TarHeelTuesday goal of **600** gifts and **\$150,000** on **12/1**. Make your gift to @UNC today! <http://ow.ly/Uq2Z6>

Last hour to support future generations of Tar Heel (business leaders, doctors, journalists, librarians, teachers etc.) on #TarHeelTuesday. <http://ow.ly/Uq2Z6>

One hour left to give! Join fellow (insert school name) alumni in giving back on #TarHeelTuesday. <http://ow.ly/Uq2Z6>

It's #TarHeelTuesday! Make your gift to (insert school name) here: <http://ow.ly/Uq2Z6>. No better day than today to give back!

What is #TarHeelTuesday? A day TUE give! Make your gift to @UNC today. <http://ow.ly/Uq2Z6>

We need your help turning #GivingTuesday into #TarHeelTuesday! Make your gift today. <http://ow.ly/Uq2Z6>

Facebook



Tar Heels, join the worldwide #GivingTuesday movement and help redefine the giving spirit this holiday season. Join us and give back to UNC today! #TarHeelTuesday #IGivetoUNC giving.unc.edu/giving-tuesday

We're kicking off #GivingTuesday at UNC with our own edition: #TarHeelTuesday! Help us reach our goal of **600** gifts totaling **\$150,000** on **12/1** by donating **today!** Your gift helps support scholarships, research and the retention of top faculty. giving.unc.edu/giving-tuesday

Instagram

Get creative! Pictures are a great way to grab people's attention across all social networks. Use original pictures and video from your school or unit to help spread the message of #TarHeelTuesday. Don't forget to use the hashtag and link to the website (giving.unc.edu/giving-Tuesday).



In just two days (*enter your own creative school and unit specific content*)...#TarHeelTuesday giving.unc.edu/giving-Tuesday
(Select one of the images available on our resources website)



Follow-up

We will be sending an email on Wednesday, Dec. 2, thanking each donor who made an online gift on #TarHeelTuesday. We will also share our final results on all our social media accounts. We encourage you to express your own gratitude through social media or other outlets. We will post a graphic to the resources tab of the Tar Heel Tuesday website on Wednesday with our final numbers (including total dollars and gifts given). Feel free to share this across each of your social platforms to thank your donors.

Questions?

Contact Molly Perdue at molly_perdue@unc.edu or 919- 962-2859.

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