

Who is this toolkit for?

This is a resource and guide for all Shelter Movers team members to help amplify the **#DonateTheDifference** campaign for GivingTuesday.

What is GivingTuesday?

GivingTuesday is the world's largest generosity movement. It was created in 2012 as a day that encourages people to do good—make someone smile, help a neighbour or stranger, show up for an issue you care about, or give some of what you have to those in need. It has since grown into a global movement, unleashing the power of people and organizations to transform their communities and the world.

In Canada, GivingTuesday is a time when individuals and businesses come together to celebrate giving and participate in activities that support charities and nonprofits.

Our Campaign: #DonateTheDifference

GivingTuesday takes place after Black Friday and Cyber Monday, with the intention of shifting the narrative from consumerism to charitable giving. We're asking our supporters to **#DonateTheDifference** they saved.

Financial instability is one of the biggest reasons women stay in abusive relationships. Shelter Movers tackles this barrier. So after a weekend of spending, you can **#DonateTheDifference** to support survivors in need.

Getting involved is easy!

1. Mark your calendar:

NOVEMBER 29, 2022

2. Connect with Shelter Movers on all social media platforms:

Help us spread the word by engaging with our social media posts on November 29, 2022. Comment, Like, Share on all your social media accounts. The more engagement we have on our posts, the more donations we will receive!



3. Create a post for GivingTuesday:

Download an image and caption provided in this toolkit OR create your own. Remember to use the hashtags **#GivingTuesdayCA** and **#DonateTheDifferent** and tag us **@ShelterMovers**.

4. Share our Graphic Assets

Post on your own Socials using the assets provided [HERE](#):



5. Instagram, Facebook & LinkedIn

Use these sample posts to show your support of the **#DonateTheDifference** campaign:

Join the national **#GivingTuesdayCA** movement on November 29th and donate to **@ShelterMovers**. You can **#DonateTheDifference** you saved during Black Friday and Cyber Monday to this amazing organization helping survivors of gender-based violence! After a weekend of spending, you can make a difference for a survivor in need.

Did you know that financial instability is one of the biggest reasons that women stay in abusive relationships? **@ShelterMovers** removes this barrier by providing free moving and storage services to survivors fleeing abuse. This **#GivingTuesdayCA** I'm going to **#DonateTheDifference** of what I saved on Black Friday to Shelter Movers. You can make a difference - donate today at ShelterMovers.com/GivingTuesday

After a weekend of spending, **#DonateTheDifference** you saved to **@ShelterMovers** for **#GivingTuesdayCA**. All proceeds will be matched and help move survivors of gender-based violence. Spend your money where it counts and support your fellow Canadians. We all deserve a life free from violence. Donate today at ShelterMovers.com/GivingTuesday

6. Twitter

Use these sample Tweets to get your followers involved and help spread the word on GivingTuesday:

Save the Date! **#DonateTheDifference** to **@ShelterMovers** for **#GivingTuesdayCA** this November 29th. Your donation will be doubled!

I donated \$___ to **@ShelterMovers** for **#GivingTuesdayCA**! Everybody has something to give and every act of generosity counts. **#DonateTheDifference**

Are you part of **#GivingTuesdayCA**? It's a global day of generosity! This year I'm donating to **@ShelterMovers** for their **#DonateTheDifference** campaign. Donate today at ShelterMovers.com/GivingTuesday

We're Here to Help

Connect with us and join the **#GivingTuesdayCA** conversation!

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