CEN
Center for Excellence in Nonprofits

AMBASSADOR TOOLKIT

GIVINGTUESDAY

WHAT IS GIVING TUESDAY

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration.

Celebrated the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday, Small Business Saturday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving

Giving Tuesday is **November 29th**

GIVINGTUESDAY

HOW CAN I HELP

Thank you for being a Center for Excellence in Nonprofits (CEN) Giving Tuesday Ambassador! Our Ambassadors are difference makers – as an Ambassador who believes in our work, you can help us reach others; you can spread the word far and wide and secure #GivingTuesday participation from your friends and followers.

Giving Tuesday Ambassadors contribute in a variety of ways including:

- Making a gift to a CEN on Tuesday, November 29
- Sharing your "Why I Give" stories on Facebook and other social media
- Encouraging others to participate by sharing posts

Our Giving Tuesday Ambassador will share relevant content on behalf of CEN to promote online giving. We ask Ambassadors to make an online donation, of any amount, and share your philanthropic support with others in your social network.

SOCIAL MEDIA ENGAGEMENT

- [ ] Read through the ambassador toolkit
- [ ] Like us on Facebook
- [ ] Follow us on LinkedIn
- [ ] Recommend other ambassadors

SAMPLE POSTS

- I'm joining forces with CEN – Center for Excellence in Nonprofits, along with people and organizations in nearly every country for #GivingTuesday–a global day of giving and unity that will take place on Nov 29, 2022. CEN's mission is to improve the long-term sustainability of nonprofit leaders and organizations by offering the highest quality programs, consultation, training and community-building networks.
- I'm showing my support for Center for Excellence in Nonprofits this Nov 29th for #GivingTuesday. Let's come together to support our communities around the world.
- I'm proud to stand with people around the world in raising awareness & support for nonprofits and people who are helping communities. Join me giving to Center for Excellence in Nonprofits for #GivingTuesday

DATES TO POST

NOVEMBER 23
NOVEMBER 28
NOVEMBER 29

Hashtag: #CEN #IDEAL #GivingTuesday #givingback #volunteering #causes #inspiration

Tag @GivingTuesday on social so they can share and help amplify our mission even further.

CEN

Center for Excellence in Nonprofits

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www.cen.org