

Board Member ACTION GUIDE



#GIVINGTUESDAY™

11.29.2016



Create a Personalized Fundraising Page

Go to <https://goto.gg/2948> and scroll down to the "Start a Fundraiser" button on the right.



Match Donations for a Certain Time Period

Contact us to set up a time slot.
teresa@westernjustice.org



Email your contacts

Send a personalized pitch email to your email list.



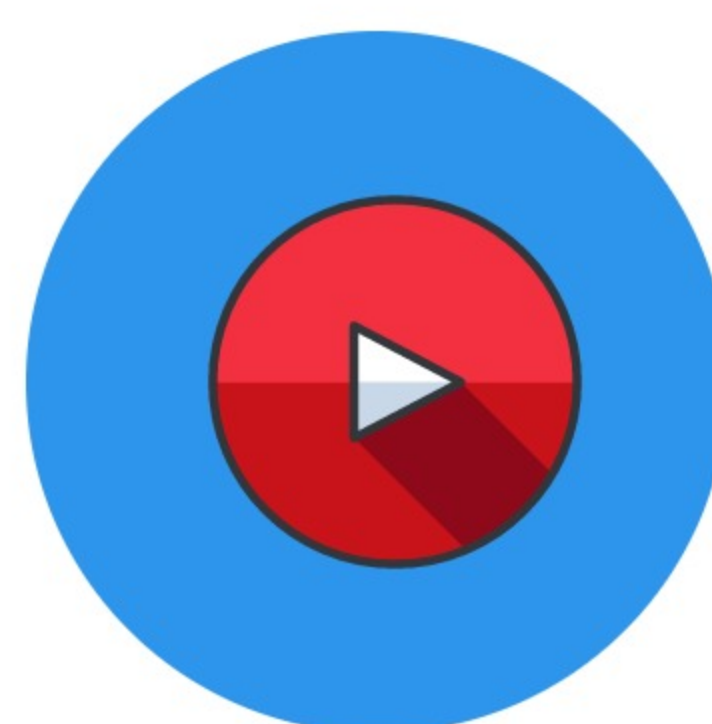
Push Text to Give

Get your co-workers to donate by texting. Text GIVE 2948 to 80100 to donate \$10.



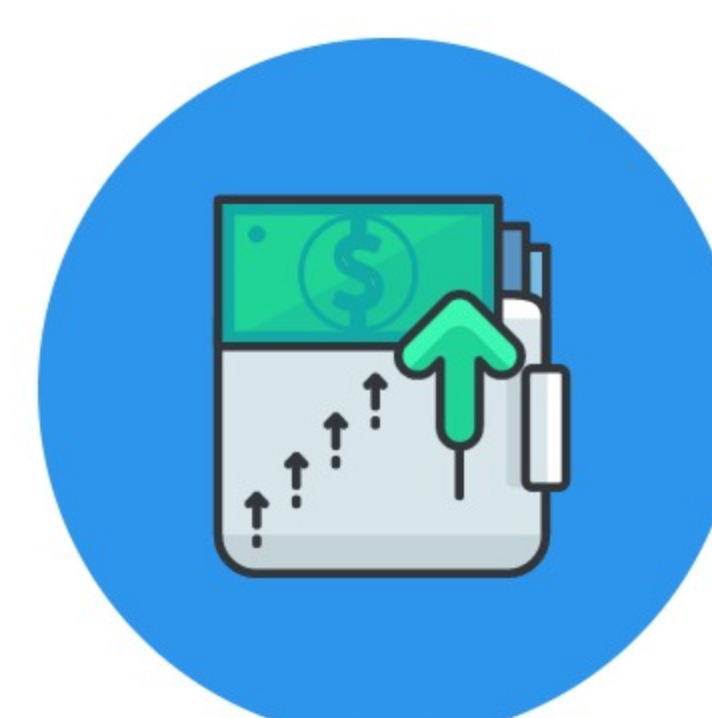
Promote the Campaign on Social Media

Post about it on social media every two hours beginning November 28th at 9 pm PST. Link the donation page and tag #biasfreeclassrooms.



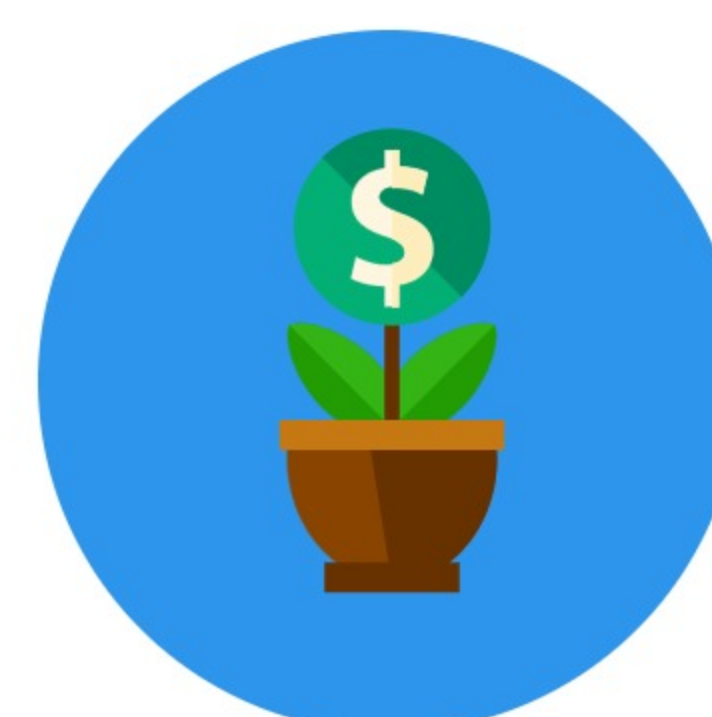
Make a Video

Create 20 second video on why you support this program and post it to social media. Use #biasfreeclassrooms.



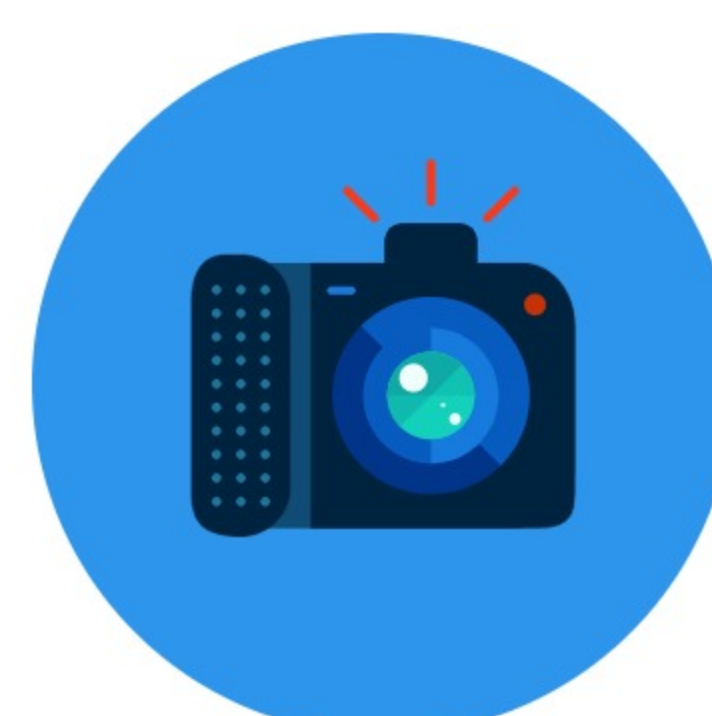
Get Friends to Match Your Donation

Get three friends to match your donation.



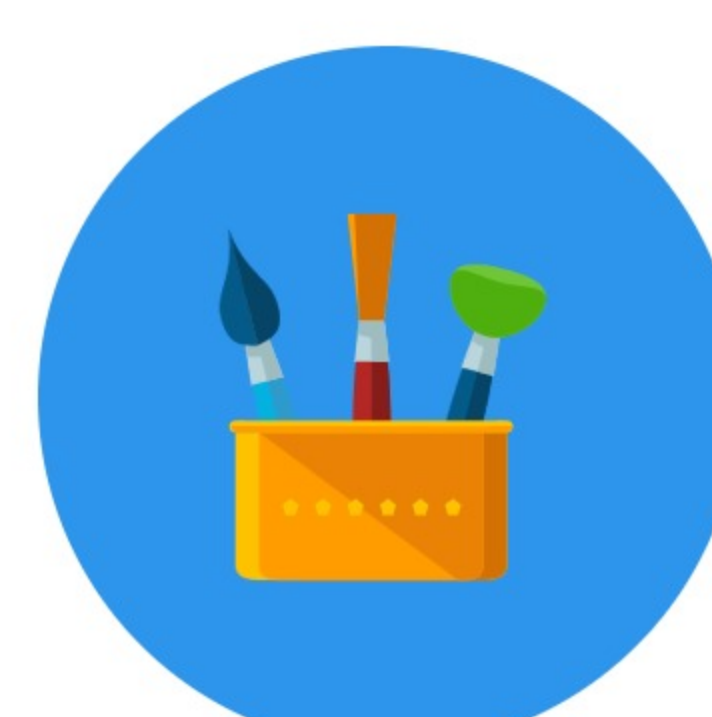
Recruit 5 Donors

Get five friends to make a donation to our project.



#Unselfie Photo

Post an #unselfie photo of yourself that explains why you support this project.



Get Creative

Think of another way you or your network can help and share with us!

