

GIVING TUESDAY

#GIVENATIVE



CAMPAIGN TOOLKIT



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"It's time to strengthen the circle of giving..."

WHAT'S THIS ALL ABOUT?

***GivingTuesday** is a global generosity movement unleashing the power of radical generosity. It was created as a simple idea: a day that encourages people to do good. Since then, it has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity via digital, social, and real world spaces.



#GiveNative is a community movement to spread awareness to giving — in all of its forms — to Native nonprofits. *With only 0.23 percent of philanthropic funds directed towards Native American-led nonprofits, now is the time to garner public support via the Give Native hashtag! **#GiveNative** is a call to action that recognizes that Native-led organizations have the solutions to the issues that Native communities are facing. Native-led nonprofits know Native communities and their strengths and how best to help Native people.

OFFICIAL LAUNCH

On **Tuesday, November 29, 2022** Native Ways Federation launched its first #GiveNative campaign on Giving Tuesday. #GiveNative celebrated the resilience of Native communities while encouraging public support. Since 2022, we've continued with our journey to promote #GiveNative across all social media!



HOW TO PARTICIPATE



Post: Post photos and videos with a short message or story about the positive impact of donating to or volunteering for a Native nonprofit.



Tag: Tag @givingtuesday and @native_ways and use the hashtag #GiveNative in all social media posts to encourage searchability!



Share: Share, heart, and like #GiveNative content across all social media platforms.



IDEAS FOR ORGANIZATIONS

If you're a Native nonprofit, ask your Native community for stories: What does generosity in Native communities look like? Why is it so important to give to Native nonprofits? What motivates you to give your time, money, and experience to Native nonprofits?



Rally Your Supporters: Ask your followers to share their volunteer or giving photos or videos using #GiveNative. Share stories about why donating to your organization is important.



Stories: Ask followers for their personal stories of the positive effects of the #GiveNative movement. Then include them in weekly emails, newsletters, and communications channels.



Interview: Interview somebody from the #GiveNative movement and ask them what generosity means for them or their organization.



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SAMPLE OUTREACH

Calls to Action: Reach out to your followers using informational flyers, social media posts, brochures, and more to educate them on the movement and prepare them for the big day. Implement designs that reflect your brand, voice, and provide informational content as to what #GiveNative is all about and when they should be prepared for it.

Engagement: Don't just inform but engage with your audience! Get them interested in being a part of the #GiveNative movement by asking them to get involved on social media. Ask them to what they're doing to make a difference, have them share an #unselfie or even play a #GiveNative Bingo game! Don't be afraid to get creative and be sure to create posts that will generate conversation!

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SAMPLE OUTREACH CONTINUED

In celebration of the @GivingTuesday campaign #GiveNative will be sharing free social media content to spread the word for Native-led nonprofits!

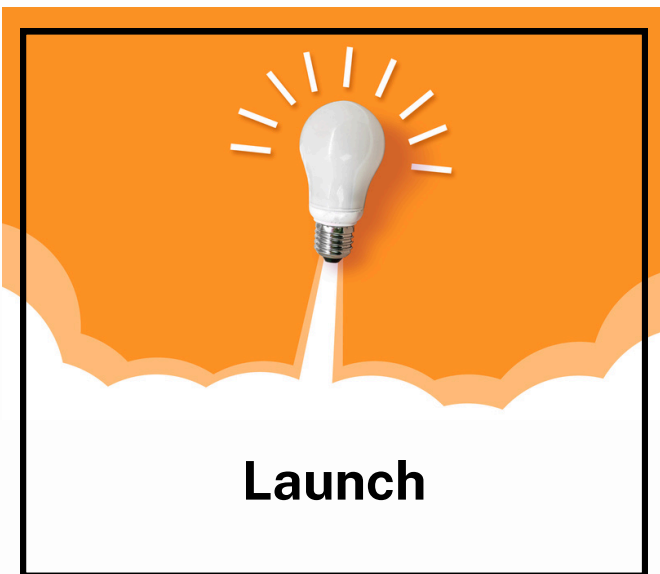
Uplift Indigenous communities in the BIPOC narrative and #GiveNative to ensure that Native voices and solutions are heard!

Native nonprofits have been under-resourced for decades, receiving only 0.4% of large foundation giving. Change the tide of giving with #GiveNative and support Native-led solutions!

@GivingTuesday is all about generosity! What steps are you taking to #GiveNative - volunteering, advocating, educating, donating, following, sharing... Whatever it is, let us know by sharing your story!

REVIEW

@GivingTuesday is a platform of generosity that enables Native nonprofits to broadcast #GiveNative at a national level. With an anticipated launch date, pre-generated participation ideas, and outreach that caters to your specific audience - #GiveNative is bound to go viral!

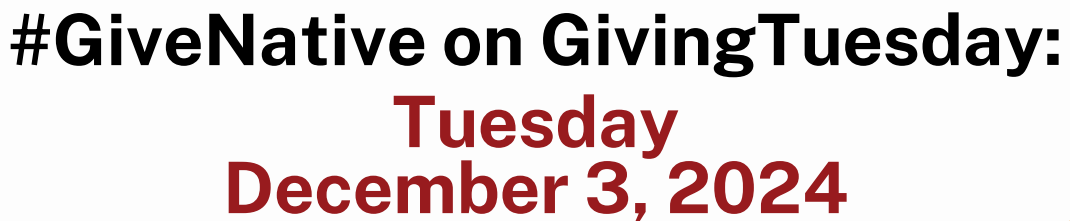


DON'T FORGET

Visit the NativeWays.org website to learn more about important dates and collect valuable #GiveNative content and other resources. However, in the meantime, please don't forget to actively use the **#GiveNative logo** below and remember the actual date of the big day!

The logo for GiveNative, featuring the word "GIVE" in a dark red font, a stylized yellow and orange geometric symbol resembling a woven basket or a heart, and the word "NATIVE" in a dark red font. The entire logo is enclosed within a hand-drawn, multi-layered oval border in shades of orange and dark red.

GIVE  **NATIVE**

The text "#GiveNative on GivingTuesday: Tuesday December 3, 2024" is centered within a hand-drawn, multi-layered oval border in shades of orange and dark red, matching the logo above.

**#GiveNative on GivingTuesday:
Tuesday
December 3, 2024**

CONTACT US .



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