

Appalachian Wesley Foundation

GI[♥]ING
TUESDAY

Playbook & Guide
2022

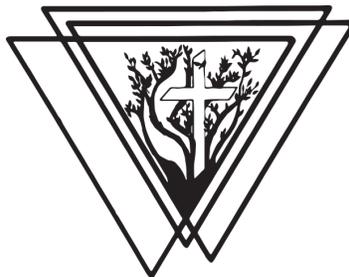


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Email to Board Members and SLT

Subject line: *[*FNAME*]*, we need your help!

Hi *[board member name]*,

GivingTuesday is only *[x]* days away and App Wesley is starting to plan our big celebration. This is a big day for us, we're aiming to raise \$10,000. This is where you come in. We're asking all of our board members to help us rally our community and maximize GivingTuesday. Here are some ways that you can help.

We've set a goal to achieve 100% giving by board members on November 29.

[Reminder about give/get if applicable]

Help us organize matching funds for our organization. Matching funds provide great incentives for both new and existing donors and motivate them to act fast to double their impact on our cause. You can help by contributing to our matching grant pool and asking your networks to contribute too. *[Insert some more info about who you've reached out to already and some of your ideas about how you'll organize your match]*

Help us spread the word. Here's link to a Google Document with emails, social media post, and texts you can send to your friends and family. The entire document is broke down by important dates to share and post. Personalize these messages and share why our mission matters so much to you!

Thank you, [Name], for your ongoing commitment to making disciples of Jesus Christ for the transformation of the world through Campus Ministry. We simply could not do this without you. Please contact me or the External Team if you have any questions or need any assets to help with your outreach. Thanks in advance for making GivingTuesday 2022 our best yet!

Sincerely,

Rev. Juston Smith
Campus Pastor / Executive Director

Press Release for Website & Local Media

Rev. Juston R. Smith
Appalachian Wesley Foundation, Inc.
828-264-9606
juston@appwesley.org
www.appwesley.org

The Appalachian Wesley Foundation Celebrates GivingTuesday, joining millions around the world participating in the global generosity movement on November 29, 2022

Nov. 11, 2022 (Boone, NC) – This GivingTuesday, The Appalachian Wesley Foundation will inspire generosity by *[TOPLINE DETAILS OF CAMPAIGN]*.

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and their world. GivingTuesday will kick off the generosity season this year by inspiring people to give back on November 29, 2022, and throughout the year.

[WHY YOUR ORGANIZATION JOINED GIVINGTUESDAY AND DETAILS OF YOUR INITIATIVE INCLUDING GOALS, PARTNERS AND PAST SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM YOUR ORGANIZATION'S SPOKESPERSON ON THE ORGANIZATION'S GIVINGTUESDAY EFFORTS]

GivingTuesday was launched in 2012 as a simple idea: to create a day that encourages people to do good. Over the past nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

People demonstrate generosity in many ways on GivingTuesday. Whether it's helping a neighbor or stranger out, showing up for an issue or people we care about, or giving to causes we care about, every act of generosity counts. GivingTuesday has raised

billions of dollars for critical causes around the world and gets billions of impressions on social media from people and organizations speaking up for the causes that matter to them and encouraging others to get involved in their communities.

“GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year.” said Asha Curran, GivingTuesday’s CEO, and co-founder. “With country and community leaders, millions of organizations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world.”

Those who are interested in joining App Wesley’s GivingTuesday initiative can visit www.appwesley.org/givingtuesday. For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTuesday and #GivingTuesday on Twitter.

About Appalachian Wesley Foundation

Making disciples of Jesus Christ for the transformation of the world through campus ministry – that is the mission of the Wesley Foundation at Appalachian State University. App Wesley is grounded in following its mission, and is known throughout the Western NC UMC Conference as one of the leading Wesley Foundations to produce church staff and ordained clergy. Many of our alumni have gone into serving professions such as church leadership, teaching, and social work, and are dedicated to App Wesley. We passionately seek to become Christ-like in the way we love God and others as a community of faith on campus.

You can reach Campus Pastor and Executive Director Rev. Juston Smith for more information or interview request at juston@appwesley.org or 704-951-4181.

For additional information, visit:

www.facebook.com/appwesley

www.twitter.com/appwesley

www.linktr.ee/appwesley

About GivingTuesday

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past ten years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.

###

Calendar & When / What to Post

Nov 21, 2022

Social Media:

[Social Images to Use](#) (click to open drive)

Mark your calendar! Nov 29 is #GivingTuesday. How will you give?

Save the Date: #GivingTuesday is November 29! App Wesley is proud to be a part of this global celebration of giving.

Ahead of #GivingTuesday (Nov 29), we're sharing ways you can express generosity. *Insert ideas for how your community can get involved in your mission or help move the needle on your cause.*

There's a fundamental truth that gives us hope – that together we can do extraordinary things. Join us on #GivingTuesday and let's rally to make disciples of Jesus Christ for the transformation of the world through campus ministry, www.appwesley.org/givingtuesday

Mass Email:

Assignments:

-P2P (peer-to-peer): Students, email friends, church community, relatives, and parents

-Alumni Engagement: Juston will email alumni through Breeze Database

-Board of Directors: email your church community, friends, neighbors, etc.

Email Copy to Use (you can pick which one you want to use):

Option #1:

Subject Line: Join Us for GivingTuesday – the Global Day of Giving on Nov 29, 2022

On November 29, 2022, people all around the world are coming together to tap into the power of human connection and strengthen communities and change our world. Will you be one of them?

The Appalachian Wesley Foundation will be participating in GivingTuesday and we need your help! By joining the GivingTuesday movement, you're proving that in times of uncertainty, generosity can bring the whole world together.

Here is how you can get ready to give:

-Mark your calendar: www.appwesley.org/givingtuesday

-Give. On November 29, go to www.appwesley.org/givingtuesday and give. You can also support our organization by attending the Spirit Night at *{restaurant info here}*

-Spread the word. Encourage your friends and family to join you in creating real impact on November 29 by sharing what our mission means to you and why you support our organization (here are some ideas). Make sure to use hashtag #GivingTuesday and tag us using @appwesley so we can share!

Let's rally together to build stronger communities. Learn more at www.appwesley.org/givingtuesday

*[Sincerely,
Your Name and Information]*

Option #2:

Subject Line: Giving Tuesday is WHEN?

Dear *{name}*,

Between mashing potatoes and gobbling down pie this week, I'm taking time to reflect on our incredible community and share my immense gratitude for everything our staff members and supporters like you do to keep The Appalachian Wesley Foundation fulfilling our mission every day.

Thanks to you, we have been able to support *[brief individual impact story with specifics]*. We could not do this work without you.

This week I'm also running around like a turkey with my head cut off because Giving Tuesday is our biggest fundraising day of the year, and it just so happens to be next Tuesday, November 29! Before we're all offline for Turkey Day, I'm writing to ask a favor. We're officially launching our Giving Tuesday campaign on the 29th, but we would be incredibly thankful to have a few donations to start building momentum before then. Can you chip in a few dollars to warm up our Giving Tuesday campaign?

Our goal is to raise **\$10,000** this Giving Tuesday. With your help, we will use these funds to provide and keep our programs growing for years to come.

www.appwesley.org/givingtuesday

And as a special thank you for giving before Giving Tuesday, I will ensure you don't receive any more emails from us until Giving Tuesday is over! I know how full inboxes can get at this time of year, so do us both a favor and make your tax-deductible donation today. Thank you!

Wishing you and your families a peaceful and filling Thanksgiving,

Mass Text:

Assignments:

-P2P (peer-to-peer): Students, text friends, church community, relatives, and parents

-Alumni Engagement: Juston will text alumni through Breeze Database

Text Copy to Use:

Save the date... Giving Tuesday is coming on November 29th! You can make a difference during these 24 hours of giving by making a donation to the Appalachian Wesley Foundation. Until then, check out our website or follow us on social media linktr.ee/appwesley.

Nov 25, 2022

Social Media:

[Social Images to Use](#) (click to open drive)

#GivingTuesday is an opportunity for people around the world to stand together in unity—let's rally to raise \$10,000 to meet our 2022 Annual Ministry Goal!

Together we give. Learn how your generosity makes a difference on #GivingTuesday: www.appwesley.org/givingtuesday.

Nov 28, 2022

Day Before Giving Tuesday!!!
Last Push

Social Media:

[Social Images to Use](#) (click to open drive)

#GivingTuesday is tomorrow! Everyone can have an impact on #GivingTuesday! Join the Appalachian Wesley Foundation tomorrow by pledging your time, skills, voice, dollars to support the mission to make disciples of Jesus Christ for the transformation of the world through campus ministry. Learn more at www.appwesley.org/givingtuesday.

Nov 29, 2022

Day of Giving Tuesday!!!

Social Media:

[Social Images to Use](#) (click to open drive)

It's here... #GivingTuesday! In the next 24 hours, we're looking to \$10,000 to supportThe Appalachian Wesley Foundation. Help us start the day off strong by making a donation and clicking that share button! www.appwesley.org/givingtuesday

ONLY ONE HOUR LEFT! We're so grateful to the *[X people]* who have donated today. While we've made serious progress, we're not done yet! There's still time for you to show your support and help push us to the finish line!

Mass Text:

Assignments:

-P2P (peer-to-peer): Students, text friends, church community, relatives, and parents

-Alumni Engagement: Juston will text alumni through Breeze Database

-Board of Directors: text your friends, church members, community, etc.

Text Copy to Use: (choose either one, depending on the time of day and the donation update)

Giving Tuesday is here! App Wesley is so thankful for the support of our donors just like you. In the next 24 hours, we're looking to raise \$10,000. Can you help us?

You can help push us over the finish line! With only 2 more hours to give, we are just **[\$X]** away from our goal. Ready to show your support?

Mass Email:

Assignments:

-P2P (peer-to-peer): Students, email friends, church community, relatives, and parents

-Alumni Engagement: Juston will email alumni through Breeze Database

-Board of Directors: email your church community, friends, neighbors, etc.

Email Copy to Use (you can pick which one you want to use):

Subject line: Together we can

In this time of uncertainty, there's a fundamental truth that gives us hope – that together we can do extraordinary things. Over the past two years, the entire world has been coming together to stand up, help out, give back, and heal. Whether that's through donations to community organizations, celebrating doctors and nurses at shift changes, or reaching out to a neighbor to help with groceries, generosity has been helping the entire world get through this global pandemic. Together.

The Appalachian Wesley Foundation is participating in GivingTuesday today, the global day of unity and giving. As you know, our organization is all about Making disciples of Jesus Christ for the transformation of the world through campus ministry.

But we can't do this without you!

Not only do we need your support, we need your help to spread the word. Please tell your friends and family why you believe in our work and encourage them to support us too!

Join the movement today!

Right Now:

-Learn more and Donate at

www.appwesley.org/givingtuesday

-Share this email with friends and family!

-Post on social media using hashtag #givingtuesday and tag @appwesley

Tonight:

-Food Place and %

-Donation Update & Student Testimonial Live Stream from 5-8pm, www.appwesley.org/givingtuesday

Thank you for being a part of the App Wesley team. Together we can live into the vision of being a safe space for ALL students to come and engage in ministry that is central to their educational studies, spiritual formation, and collegiate growth while attending Appalachian State University.

Grace & Peace,
[YOUR NAME AND INFORMATION]

Live Stream Broadcast:

Using the GiveButter platform, App Wesley will host a broadcast of pre-recorded testimonials, and live testimonials during the 5-8pm hour. Students will serve as presenters, and we will keep posting and updating the number of donors and total donations live! This broadcast will also coincide with the % night at a local restaurant, so we can give local updates around that opportunity. A detailed order of the “show” will be added soon!

[Needs](#) for the broadcast to happen effectively:

Live Stream & Cameras			
5-6pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
6-7pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
7-8pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
Media Computer / Slides			
5-6pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
6-7pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
7-8pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
Audio			
5-6pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
6-7pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
7-8pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
Presenting / Hosting			
5-6pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
6-7pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
7-8pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
Sharing a Testimony			
5-6pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
5-6pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
6-7pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
6-7pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
7-8pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>
7-8pm	<i>Name</i>	<i>Email</i>	<i>Cell</i>

Nov 30, 2022

Day After: Time to Send “Thank Yous!”

Social Media:

[Social Images to Use](#) (click to open drive)

THANK YOU! We set a goal of \$10,000 this #GivingTuesday, and thanks to *[X donors]* we were able to raise [\$X]! Because of your unwavering support, we will be able to support student ministry for the next year to come!

Mass Text only to numbers collected from those that gave:

Assignments:

-Juston will help divvy these numbers out.

Text Copy to Use (choose one):

Phew, what an exciting day! We achieved our goal of \$10,000 on Giving Tuesday. It wouldn't have been possible without you. Thank you for your continued support

—*[your name]*

Hi *{first_name}*, your support helped us collect \$x on Giving Tuesday. Thank you from the bottom of our hearts for your contributions. It wouldn't have been possible without you.

Hey *{first_name}*, you helped us collect \$x on Giving Tuesday. Thank you for your continued support. We really appreciate it 😊

—*[your name]*

Email Thank You:

Subject Line: Thank you for showing up this Giving Tuesday 

Wow, *[Name]* —THANK YOU!

All of us here at App Wesley are absolutely blown away by the generosity our community showed us this Giving Tuesday.

Thanks to you, we raised a whopping *[Total Amount Raised]* and welcomed *[#]* new donors into the App Wesley family. With your support, we will be able to *[IMPACT STATEMENT]*.

Together, we can ensure that App Wesley continues making disciples of Jesus Christ for the transformation of the world through campus ministry.

[IMAGE/GRAPHIC: SCREENSHOT OF GOAL BAR, PHOTOS OF SUPPORTERS, OR PICTURE OF TEAM CELEBRATING]

You can check out our supporter feed and photos from our social media challenge on our campaign page, www.appwesley.org/givingtuesday

From the bottom of our hearts, thank you for making this our biggest fundraising day yet.

Cheers to you!

Rev. Juston Smith, and the entire team at App Wesley!