

Quick Tip Sheet: 2020 Philanthropy Chairs #GivingTuesdayNow

What is #GivingTuesdayNow? It is the emergency response to the unprecedented need caused by COVID-19. This day of giving presents the opportunity to mobilize critical support during these uncertain times. Here are some [resources](#) provided by Classy.org to help you fundraise.

Quick Tips:

1. **Don't be afraid to ask.** A global threat like COVID-19 affects everyone on the planet and people want to be generous and support organizations that are doing good. It is not your place to decide if people are in a place to donate - we have to ask. *The worst they can say is no.*
2. **Understand the need.** How does this effect our friends with disabilities?
 - a. Limited social interaction outside of homes - leading to social isolation
 - b. Inherently higher risk of contracting COVID-19
 - c. Inability to participate in weekly programming
3. **Share the need.** Don't be afraid to tell supporters that you need them more than ever now. Put a current, acute need in front of your donors.
4. **Overcommunicate** what you are doing and why you are doing it with your donors. *With so much information floating around online people are going to need to hear what you are doing once, twice, or three times. Research shows that it can take up to seeing something 7 times before taking action.*
5. **Never underestimate the power of sharing your mission moment story.** Make it personal. This is powerful is sharing your why and why you believe in the mission of The Ability Experience.
6. **Be specific** with what your goal is and what you need to reach your goals i.e.
 - a. 5420 donations
 - b. \$5,420.00 for #GivingTuesdayNow
 - c. Average donation of \$54.20
7. **Update** your chapters donation page - simplify the need and the ask to the circumstances.
8. **Ask Directly** don't be afraid to reach out to friends and family and ask them if would be willing to support. A direct call to action for individuals may spark a donation.
9. **Get everyone involved.** Brothers who have not signed up with Classy should sign up under your Teams Page. Everyone's participation is more important than ever. You never know who they will reach if they share their page.
10. **Thank donors** for their generosity. Donor generosity is amazing right now! Show the love.

Most importantly don't forget to use the hashtags **#GivingTuesdayNow** and **#NationalAbilityWeek** for your posts.