*~This is a document that you can use to* ***build your internal communi****cation. Add your own logo, specific communication schedule and any other unique details and then send it to all the need-to-knows at your station/board.*

Insert Station Logo Here

**Customizable One-Sheet | GivingTuesdayNow | May 5, 2020**

**[STATION] is Essential** – In this extraordinary moment [STATION] is participating in the emergency fundraising effort called GivingTuesdayNow.This is a global movement to encourage giving and unity as people worldwide face the pandemic of coronavirus together.

Highlighting the programs, educational resources, and companionship that [STATION] provides to [COMMUNITY] will be key to our fundraising messages around GivingTuesdayNow.

While [STATION] is not on the front lines of the medical response, our station is essential to our viewers and members. And as a publicly supported non-profit, viewers’ generosity is vital to our ability to continue to provide quality programs and materials.

**MATCH CHALLENGE**

Match Challenges – The best matches are ones that are local and personal. For example, if a $50,000 major donor gift can be reallocated to match gifts to GivingTuesdayNow, this is the time to use that gift to motivate your donors.

Strongly encourage you to use a match for GivingTuesdayNow promotion and to use clear and impactful messaging that goes beyond “double your impact”. Better messaging will help you cut through the clutter of the week.

This Giving Tuesday, a long-time Leadership Circle donor has committed $xx,xxx to match your donation now. She will match all gifts made in support of [STATION] for GivingTuesdayNow.

**PROMOTION**

GivingTuesdayNow is primarily a digital fundraising and engagement effort. We will be sending emails, posting to the [STATION] social media accounts, promoting on our website and running some on-air spots to promote the day of giving.

Monday, April 20 - Begin Social Media post messages per schedule

Update this schedule for your own stations’ communication choices

Saturday, April 25 - Start running #GivingTuesdayNow spots

Tuesday, April 28 - Begin #GivingTuesdayNow graphics online

Tuesday, April 28 - Update Thank you text for web donors

Tuesday, April 28 - Send #GivingTuesdayNow Email #1

Monday May 4 - Send #GivingTuesdayNow Email #2

Tuesday, May 5 - Send #GivingTuesdayNow Email #3

Wednesday, May 6 - Send Thank you/update email #4

Wednesday, May 6 - Remove Giving Tuesday online elements

**BRANDING**

Graphics have been created to use on [STATION] Facebook and Instagram feeds and we will begin by announcing our participation in this global day of generosity on Monday April 20th. We will be using the hashtag #GivingTuesdayNow as well as our often-used hashtag of [#XXXXXX].

We will highlight donor messages that we have received during this time such as this one from Jeanne: *“Thank you, Thank you, Thank you! I have sustained for several years. On my desk, I have your appeal for an additional amount. If I possibly can… I will send more money. I am a fan (word origin: fanatic) of your PBS broadcasts... I take full advantage of Passport on TV. Again, thank you all.”*

Use a quote from one of your own members here.

We will also update our homepage with new #GivingTuesdayNow graphics that highlight the wonderful programs and children’s educational content that viewers want and need right now. We have seen a big increase in traffic and streaming and we are grateful that [COMMUNITY] finds us to be a trusted friend and advocate in these tough times.

INSTERT A FEW EXAMPLES OF YOUR #GivingTuesdayNow GRAPHICS HERE.

**MESSAGING**

There are four key messages that we will use for our #GivingTuesdayNow campaign

* Support the trusted essential services you need, especially now
* Support vital, in-depth news & timely documentaries
* Be an advocate for equal access to educational materials, arts & creativity
* Support your source for respite, stability, comfort & joy in this uncertain time

We are so thankful to ### people who have given this year and we are so excited to welcome each new donor and sustainer during GivingTuesdayNow.

Every donor who gives now supports each new program in the works, from free access to educational materials to children home from school, and in-depth reporting on Frontline to the next gripping MASTERPIECE series.

[STATION] is an indispensable part of your life, You are indispensable to [STATION]. Stand behind the programs and equitable access you rely on by making a gift to [STATION].