

Black Friday. Cyber Monday.

**#GIVINGTUESDAY™**

**November 28, 2017**

The American Legion Auxiliary has been dedicated to the act of giving back to our veterans, whether through service, donations or awareness, since its founding nearly 100 years ago. This year, we have the opportunity to continue to make a significant impact by joining in on a philanthropic movement that has been spreading worldwide. It's called #GivingTuesday, a global day dedicated to giving back.

## **What is #GivingTuesday?**

#GivingTuesday celebrates the act of giving – on the Tuesday following Black Friday and Cyber Monday. On November 28, 2017, the American Legion Auxiliary community will come together for one common purpose: to celebrate generosity and to give. It is the opportunity to join more than 98 countries around the world in encouraging giving on #GivingTuesday. Just as the retail world has benefitted from coordinating national shopping days across many brands and platforms, #GivingTuesday does the same for organizations dedicated to serving our communities through philanthropy.

## **How did #GivingTuesday start?**

New York's 92<sup>nd</sup> Street Y, a nonprofit cultural center, was the catalyst for #GivingTuesday, creating the event in 2012 to build a community devoted to giving. The United Nations Foundation joined as a partner, bringing its strategic clout to the project. An amazing team of influencers then offered their ideas, contacts and wisdom to help shape and improve the concept. A powerful list of corporations and non-profits agreed to be founding partners, helping spread the word and committing to their own #GivingTuesday initiatives. Since then, countless organizations, friends and leaders have all added their support and talents to make #GivingTuesday a reality. The project is inspiring many people to give: In 2016, #GivingTuesday generated \$177 million in donations; a significant increase compared to the \$13.4 million raised in 2012.

## **Why should you give on #GivingTuesday?**

- Your donation celebrates and encourages support for the American Legion Auxiliary Foundation.
- A dedicated day of giving has tremendous power to positively impact the lives of veterans and military families.
- Giving to the ALAF online is an easy way to support what matters to you from the comfort of your own home.
- You can use the growing popularity of #GivingTuesday to remind family, friends and neighbors of the ALA mission and how generosity can change the lives of others.
- Your donation shows that the mission of the American Legion Auxiliary and the Foundation matter!
- Grassroots support is the heart and soul of the American Legion Auxiliary. Without the support of our members, the Foundation will cease to exist.
- Your gift will be matched dollar for dollar up to the first \$15,000 by Innovairre Communications.

## What does my gift on #GivingTuesday do for veterans?

Your #GivingTuesday gift directly impacts the lives of veterans and military families through two funds established by the American Legion Auxiliary Foundation – the Veteran Projects Fund and the Mission Endowment Fund. The Veteran Projects Fund, which supports ALA projects that address the emergent needs of veterans, has been used to renovate a veterans homeless shelter, and to purchase computer stations and laptops for veterans facilities. The Mission Endowment Fund uses the interest on donations paid into the fund to support ALA programs, ensuring that future generations may benefit from Auxiliary programs that support veterans and their families. Your donation today helps ensure we're here to help veterans tomorrow! Before our gifts were matched, last year we raised \$26,432. On Tuesday alone, we raised \$12,295. There were 282 donations total with an average of \$93.73 per donation. On Tuesday alone, there were 100 donations total with an average of \$122.95 per donation. Together we can surpass last year's numbers and have more impact than ever before.

## How can I help spread the word about #GivingTuesday online?

- Invite your Facebook friends to “like” the ALA Facebook page so they can see all of our #GivingTuesday incentives. Do this by:
  - Pointing your browser to the ALA National Headquarters' Facebook page – [www.facebook.com/alaforveterans](http://www.facebook.com/alaforveterans)
  - Clicking the words “Invite your friends to like this page” near the left corner of the home screen. Next, click each Facebook friend you wish to invite to like the ALA Facebook page.
- Follow @ALANatIHQ on Twitter to retweet and favorite ALAF's #GivingTuesday posts! We want to see what you're doing for ALAF on #GivingTuesday so don't forget to tag @ALANatIHQ in your posts!
- Follow @ALAFORVETERANS on Instagram to like, comment on, and share ALAF's #GivingTuesday photos. Make sure to tag us in your photos so we can share what the ALA community is doing on #GivingTuesday!
- Visit [www.alafoundation.org/givingtuesday](http://www.alafoundation.org/givingtuesday) to see our live Twitter feed, countdown, and resources available to you! ALAF will be creating weekly Facebook, Twitter, and Instagram posts that our members can copy and paste onto their personal pages to share with their friends and families.

## How can I get involved offline?

Hands down, peer-to-peer requests are more powerful than organizational asks. Here are some ways to get fellow members involved who are not on social media:

- Call your department and make sure that everyone is getting active on social media by sharing, posting, and participating in ALAF's online efforts. This activity will help spread awareness to members that National Headquarters might be unable to reach; it can be a huge factor in raising funds to help us meet our \$15,000 match from Innovairre Communications.
- Spread the word at your local unit or post during meetings, fundraisers and family events.
- Visit our #GivingTuesday page on the ALA Foundation website and print and pass out #GivingTuesday cards to everyone you meet! [www.alafoundation.org/givingtuesday](http://www.alafoundation.org/givingtuesday)