

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. The systemic funding inequities Native-led organizations face make it harder to implement Native-led solutions.

OFFICIAL LAUNCH

On **Tuesday, November 29, 2022** Native Ways Federation launched its first #GiveNative campaign on GivingTuesday. #GiveNative celebrated the resilience of Native communities while encouraging public support. Since 2022, we've continue 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 volunteering for or donating to 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?

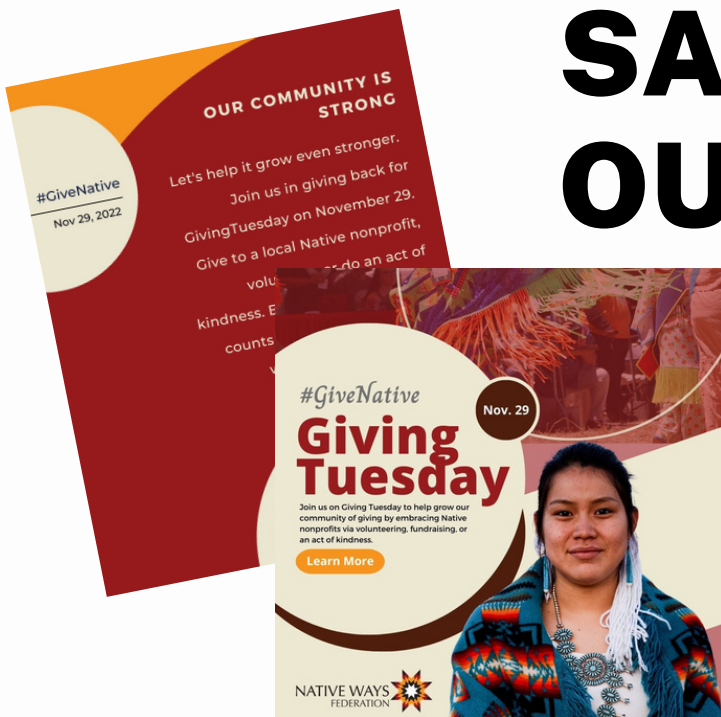


Rally Your Supporters: Ask your followers to share their volunteer or giving photos or videos using #GiveNative.

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.

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!



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!

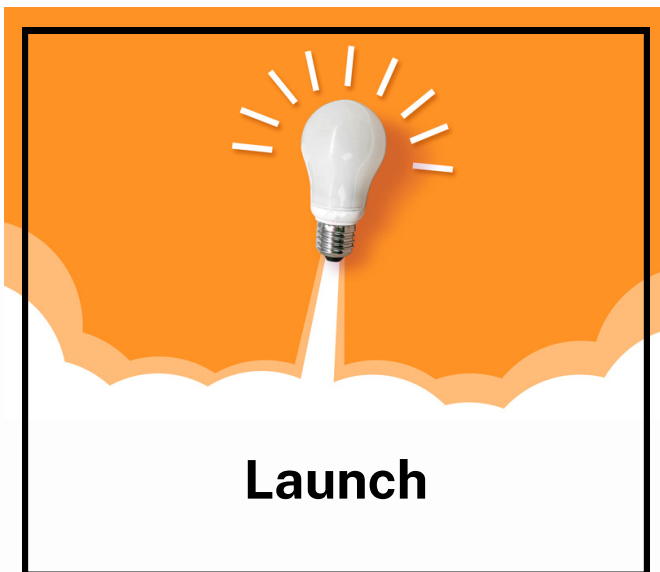
Indigenous populations, often get lost in the larger BIPOC narrative. #GiveNative to ensure that Native voices continue to be heard!

We rarely see Native faces or hear their voices since only 0.4 percent of all philanthropic funding by large U.S. foundations go to nonprofits that serve Indigenous people. #GiveNative to give them a chance to be heard and seen!

@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 or #Unselfie

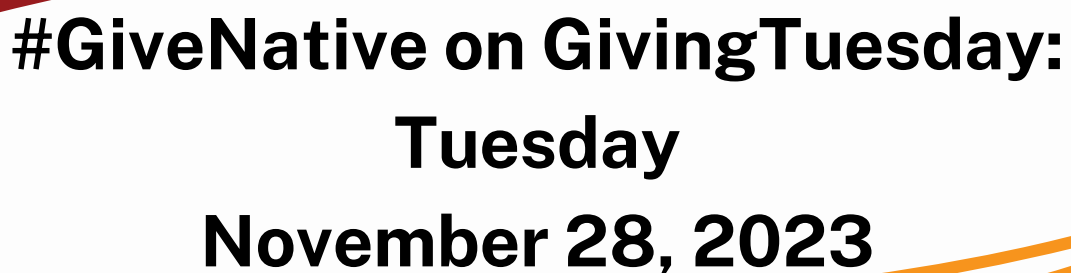
REVIEW

@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 serif font, a stylized orange and yellow geometric icon resembling a woven basket or a heart, and the word "NATIVE" in the same dark red serif font. The entire logo is enclosed within a hand-drawn, irregular oval border made of two overlapping lines, one dark red and one orange.The logo for GiveNative, featuring the word "GIVE" in a dark red serif font, a stylized orange and yellow geometric icon resembling a woven basket or a heart, and the word "NATIVE" in the same dark red serif font. The entire logo is enclosed within a hand-drawn, irregular oval border made of two overlapping lines, one dark red and one orange.

**#GiveNative on GivingTuesday:
Tuesday
November 28, 2023**

CONTACT US •



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