

# #shareEKC Tool Kit

The Emily Krzyzewski Center is a donor-funded, non-profit organization serving students in Durham, NC. The Center serves as a college access hub, propelling academically-focused, low-income K-12 students and graduates toward success in college.

Thank you for helping us spread the word about the Emily K Center on #GivingTuesday! We hope this tool kit serves as a helpful resource as you share about the Center.

## What is #GivingTuesday and what does it mean for EKC?

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Entering its sixth year, #GivingTuesday is a global movement dedicated to generosity. #GivingTuesday occurs on the Tuesday after Thanksgiving (Tuesday, Nov. 28 this year) and brings people together to celebrate and give to the charities and causes they care about.

The Emily K Center is celebrating #GivingTuesday by asking friends of the Center to share about EKC on that day. You can help us tell more people about the amazing programs at the Center that transform the lives of so many Durham students. You can also make a gift of any size to the Center and help us continue our meaningful work.

## How can you help the Center on and leading up to #GivingTuesday?

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Spread the word about the Emily K Center leading up to and on #GivingTuesday. We want as many people as possible to hear about our programs – especially our newest program *Game Plan: College*, which is open to any Durham County high school student. Use #shareEKC on social media and share about what the Center means to you and why supporting the Center matters.

### ★ HELP US SECURE \$5,000 IN CHALLENGE GIFTS BY SHARING EKC!

Thanks to a generous donor, the Center can earn up to \$5,000 for #GivingTuesday if we meet the following challenges:

1. **Use #shareEKC.** The Center can earn \$1,000 if we can reach 100 uses of the hashtag #shareEKC from Nov. 14-28. Follow us @EmilyKCenter to retweet our posts or share your own message using the hashtag starting Nov. 14.
2. **Share our Facebook post on Giving Tuesday.** If we get 100 shares on our first Facebook post on #GivingTuesday, a generous donor will give \$1,000 to the Center! Make sure you like the Emily Krzyzewski Center on Facebook and visit our page on Tuesday, Nov. 28 to share our first post. <https://www.facebook.com/EmilyKCenter/>

3. **Double your impact and make a gift.** A donor is generously matching all gifts to the Center on #GivingTuesday and is even **double** matching gifts from first time donors, up to \$3,000! Help us by:
- Making a gift to the Center at [www.emilyk.org/donate](http://www.emilyk.org/donate).
  - Using social media to share about the Center on #GivingTuesday and encouraging your friends to do the same.
  - Emailing a friend with our sample email and encouraging them to give to help us secure \$3,000!

### ★ MAKE A GIFT

The Emily K Center is wholly donor-funded. Help us make #GivingTuesday a success by making a gift of any size on the day. You can make a gift by:

- Visiting <http://www.emilyk.org/donate>.
- Calling 919-680-0308 and asking for a member of the development team.
- Mailing a check payable to the Emily Krzyzewski Center to 904 W. Chapel Hill St., Durham, NC 27701.

### Did you know that many employers will match your charitable donations?

Some are offering even larger matches on #GivingTuesday. To find out if your employer will match your gift, visit <https://doublethedonation.com/matching-gift-search/>.

### ★ CHANGE YOUR PROFILE PICTURE

We've created easy-to-use badges for Facebook so you can quickly show your support of the Center on #GivingTuesday. Download one of our images and change your Facebook picture leading up to #GivingTuesday.



Images available to download at [www.emilyk.org](http://www.emilyk.org). Visit our Giving Tuesday page and right click on the image to 'Save As.'

## ★ COME VISIT US!

Starting the week of Nov. 13, a sharing station will be set up in the lobby of the Emily K Center. You are invited to stop by, snap a picture, and share on social media using #shareEKC. Tell your network what the Center means to you. Fun photo props and special treats will be available for those who stop by!

## Resources

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Follow the Emily K Center on social media if you do not already!

- Facebook: facebook.com/emilykcenter
- Twitter: @EmilyKCenter
- Instagram: @EmilyKCenter

## ★ SUGGESTED TWITTER POSTS

### *Leading up to #GivingTuesday*

- #GivingTuesday is just XX days away. Will you join me and #shareEKC? (link to webpage)
- How will you #shareEKC? Learn more here: [www.emilyk.org](http://www.emilyk.org).
- Help the Emily K Center earn \$1000 – Use #shareEKC and help more students become the first in their families to go to college.

### *On #GivingTuesday*

- It's #GivingTuesday and I am supporting @EmilyKCenter. Help make dreams come true by joining me! [www.emilyk.org/donate](http://www.emilyk.org/donate) #shareEKC
- The @EmilyKCenter is making college a reality for so many Durham students. #GivingTuesday #shareEKC [www.emilyk.org](http://www.emilyk.org)
- A generous donor is double matching first time gifts to @EmilyKCenter for #GivingTuesday. Triple your impact! [www.emilyk.org/donate](http://www.emilyk.org/donate) #shareEKC

## ★ SUGGESTED FACEBOOK POSTS

### *Leading up to #GivingTuesday*

- Giving Tuesday is only XX days away. Will you join me and #shareEKC? I #shareEKC because... (put your reason here – ie: I was a first generation college student; I believe in the power of education; I volunteer with the Center’s amazing students; I know that my gifts have real impact.)
- Join me and #shareEKC to help more students become the first in the families to go to college. You can help the Emily K Center unlock a \$5,000 challenge gift. How will you #shareEKC? Learn more at [www.emilyk.org](http://www.emilyk.org).
- Help the Emily K Center earn \$1000 – Use #shareEKC and support first generation college students.

### *On #GivingTuesday*

- It’s #GivingTuesday! I am supporting @EmilyKCenter today and you should do the same. Every gift will be matched today and first time donors will be double matched! #shareEKC today and support first gen college students. [www.emilyk.org/donate](http://www.emilyk.org/donate)
- Have you made your #GivingTuesday gift yet? Consider joining me and supporting @EmilyKCenter today. Your gift can be doubled (or tripled if you are a first time donor)! [www.emilyk.org/donate](http://www.emilyk.org/donate) #shareEKC



Images available to download at [www.emilyk.org](http://www.emilyk.org). Visit our Giving Tuesday page and right click on the image to ‘Save As.’

## ★ SAMPLE E-MAIL

Dear First Name,

I know you've heard of Black Friday and Cyber Monday, but did you know about #GivingTuesday? I wanted to write you today in case you haven't heard about this fast growing day of giving and encourage you to join me and participate!

Entering its sixth year, #GivingTuesday is a global movement dedicated to generosity. #GivingTuesday occurs on the Tuesday after Thanksgiving (today!) and brings people together to celebrate and give to the charities and causes they care about.

This year, I have chosen to support the Emily K Center, a nonprofit organization that serves as a college access hub in Durham, North Carolina, propelling academically-focused, low-income K-12 students and graduates toward success in college through its *K to College* programs while also offering college information and advising support to any local high school student through the *Game Plan: College* program. The Center is important to me because (I see firsthand how the programs impact students as a volunteer/ because I was a first generation college student and I know how tough the road to higher education can be/ I know that my support really makes a difference in the lives of the students.)

Will you join me and support the Center with a gift today? **Every dollar makes a difference and – today only – a donor is matching all gifts with a double match for first time donors.** Your support will be doubled (or tripled!) if you make a gift today. Visit [www.emilyk.org/donate](http://www.emilyk.org/donate) or call 919-680-0308 to make your gift today.

Thanks for considering!

Sincerely,

Your name here

### Other ways to spread the word and #shareEKC

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- Forward one of our e-newsletters to a friend or sign up for it at <http://www.emilyk.org/contact-us/> if you don't already receive them.
- Invite your friends to follow the Center's social media pages.
- Talk to a co-worker, friend, or neighbor about the Center. Invite them to come visit with you.