

#GivingTuesday Social Media Toolkit

November 27, 2018

You’ve got your holiday shopping out of the way, so now’s your chance to give back to the community for #GivingTuesday! Our goal is to raise $9,000 for a one-year scholarship to the NYJTL Intensive Training Program, and you can help us make this a reality through our social media #GivingTuesday donation-match campaign!

Instructions:

1. Donate $25 here: <http://www.nyjtl.org/become-involved/donate/>
2. Post about your donation, tag three friends, and challenge them to donate too!
3. Include a link to the donation page.
4. Tag NYJTL and include the hashtags #GrowWithTheGame, #NYJTL, and #GivingTuesday

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| **Platform** | **Suggested Copy** |
| Facebook  [www.facebook.com/newyorkjuniortennisandlearning](http://www.facebook.com/newyorkjuniortennisandlearning)  @NewYorkJuniorTennisandLearning | This #GivingTuesday, I donated $25 to @NewYorkJuniorTennis&Learning’s youth tennis and education programs, and I nominate @FRIEND 1, @FRIEND 2, and @FRIEND 3 to join me! Donate here: <http://www.nyjtl.org/become-involved/donate/> and tag three more friends so that together, we can make an even bigger impact! |
| I nominate @FRIEND 1, @FRIEND 2, and @FRIEND 3 to join me this #GivingTuesday by donating $25, to support @NewYorkJuniorTennisandLearning’s youth tennis and education programs! Your donation will go towards providing a one-year scholarship to their transformative Intensive Training Program for an under resourced child in New York City! Once you donate, tag 3 friends and keep the donations going! Donate here: <http://www.nyjtl.org/become-involved/donate/> |
| Twitter  [www.twitter.com/nyjtl](http://www.twitter.com/nyjtl)  @NYJTL | This year for #GivingTuesday, I donated $25 to support @NYJTL's goal to provide transformative tennis and education programs! I nominate @ Friend 1 @ Friend 2 and @ Friend 3 to join me by donating here: http://www.nyjtl.org/become-involved/donate/ #GrowWithTheGame #NYJTL |
| For #GivingTuesday, I'm playing my part by donating $25 to help @NYJTL provide tennis and education programs at no cost to families! I nominate @ Friend 1 @ Friend 2 and @ Friend 3 to join me by donating here: http://www.nyjtl.org/become-involved/donate/ and tagging 3 more friends! #GrowWithTheGame |
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| Instagram  [www.instagram.com/nyjtl](http://www.instagram.com/nyjtl)  @NYJTL  Please add donate link to your bio. | Make an impact this #GivingTuesday by joining me in donating $25 to @NYJTL, the largest youth tennis and education program in the nation! I challenge @ Friend 1 @ Friend 2 and @ Friend 3 to match my donation, post on Instagram, and tag three more friends! Together, we can make an even bigger impact! #GrowWithTheGame #NYJTL |
| #GivingTuesday is a global giving movement, and you can join me in making an impact on our city by matching my donation of $25 to @NYJTL! Your $25 will put two tennis rackets in the hands of under resourced children in their Community Tennis Program. I nominate @ Friend 1 @ Friend 2 and @ Friend 3 to click the link in my bio, donate to NYJTL, and tag three friends in your posts to continue to pay it forward! #GrowWithTheGame #NYJTL |

Please include one of the photos below in your post!





