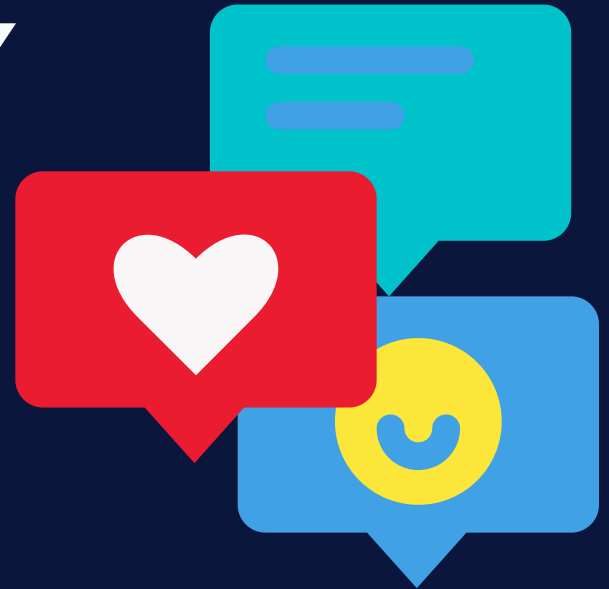


Stepping
Stones

♥ **GIVING
TUESDAY**

HELP MAKE GENEROSITY GO VIRAL



About GivingTuesday

Created in 2012 as a day to do good, GivingTuesday has grown into a year-round global generosity movement. From global brands to small businesses, from celebrities to everyday grassroots givers, people will come together in a variety of ways to celebrate generosity, give back, and show kindness on November 28, 2023, for GivingTuesday. It's about ordinary people working together to change the world. Help us inspire a wave of good by using your voice to help spread generosity.

Together
we give.

About Stepping Stones

Stepping Stones provides supportive services to youth 25 and under facing homelessness in the Greater Nashua Area. At the Stepping Stones drop-in center, these young people meet their basic needs and get help planning their goals. In the Step Up independent living program, youth live on-site as they master the skills they need to become self-sufficient adults.

How to Participate

We believe that all acts of generosity help shape the world we want to live in, so there are no rules for how to participate in GivingTuesday. Every single act of generosity counts and we encourage you to be creative! Here are some ideas:

- Create content that inspires and helps your followers participate in GivingTuesday, or post our ready-made content. See below for inspiration and assets you can use.
- Run a fundraiser for us using Instagram Stickers, Facebook Stories, or our donation portal: <https://givebutter.com/homelessyouth>.
- Go live on Instagram/Facebook and collect donations
- Add our link to your bio: <https://www.steppingstonesnh.org/givingtuesday>

Social Media Direction + Content

Here are some ideas for what to post on your channels to help get your followers excited and inspired to give on GivingTuesday. We also encourage you to create your own content and tell your giving story. You know what will inspire your followers to take action and give. We'd love for you to post across channels to reach as many people as possible.

Note that these assets are available to [download via Canva](#).

Images to Use

: [Click here](#) to access a library of images and videos that can be used

Tagging + Hashtags

Hashtag: #YourGiftTheirTriumph, #GivingTuesday, #steppingstonesnh

Tag @SteppingStones and @GivingTuesday on social so they can share and help amplify our mission even further.

Sample Messages + Ideas

TikTok or Reels

Make a video that speaks from the heart about how important our mission is to you. Kick off a challenge: for every one of your followers who posts using the hashtag #YourGiftTheirTriumph, do something silly or acknowledge in some way.

Instagram Stories

If possible use “swipe up” and link to our [Giving Tuesday page](#).

Share how you're giving and ask your followers to do the same using [these templates](#).

Sample Messages

Message 1

Today, we're excited to launch our Giving Tuesday campaign: "Your Gift, Their Triumph: Building Futures Together." 🎁🌟 Join us in supporting homeless youth on their journey to self-sufficiency. Every donation makes a difference!

Message 2

This Giving Tuesday, let's come together for something truly extraordinary! 🎁 Our campaign is all about making a lasting impact on the lives of youth striving to break free from homelessness and achieve their dreams. Meet Addy, who, on his eighteenth birthday, chose a path of resilience, leaving behind an abusive home for the unknown streets. Today, with your support, Addy is working towards a permanent home, employment, and reconnecting with his siblings.

Your contribution can be the turning point in stories like Addy's. Join us in making a difference this Giving Tuesday.

Message 3

This Giving Tuesday, let's join hands for something truly inspiring! 🎁 Our campaign aims to make a lasting impact on the lives of youth striving to break free from homelessness and achieve their dreams.

Your contribution can be the turning point in stories like these, supporting programs such as obtaining vital records, covering the cost of a driver's license, providing monthly bus passes or gas cards, facilitating HiSet/GED, Independent Living Classes, Soft Skills Class, Financial Skills, Nutrition/Healthy Living Class, YMCA membership for exercise and recreation, Resume Writing Class, Interview Preparation, and College Enrollment/Financial Aid Support.

Join us in making a difference this Giving Tuesday.

Stepping Stones approved images

[Click here](#) to access a library of images and videos that can be used along with these Canva templates.