

Key Messages

How to Talk about GivingTuesdayNow

- #GivingTuesdayNow is a new global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. This is in addition to the regularly scheduled Dec 1, 2020 #GivingTuesday
- #GivingTuesdayNow is an opportunity for people around the world to stand together in unity--to use their individual power of generosity to remain connected and heal.
- People can show their generosity in a variety of ways during #GivingTuesdayNow--whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts.
- At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on.
- #GivingTuesdayNow emphasizes opportunities to give back to communities and causes in safe ways that allow for social connection and kindness even while practicing physical distancing.
- We all have gifts to give, and with social media, online giving, delivery, mail, and phones, there are limitless ways to use your generosity to support others.

Social Media Ideas

Simple Ways to Spread the Love

- Post an #Unselfie--a post on social media that shares a message about why you give back, and what contributing to Journey Out means to you
- Create your own Fundraiser for Journey Out via [Facebook](#)
- Change your Twitter display name to “Support @JourneyOut for #GivingTuesdayNow” to show your support for Journey Out (see attached screenshot of Twitter example below)



- Add an Instagram donate sticker to your story
- Share about why fighting sex trafficking matters to you or a story about how someone has inspired you to help Journey Out
- Add a link to your work or personal email signature encouraging people to visit our website www.journeyout.org.

Follow or tag us with your ideas:

Help us connect with others by using social media to spread the word!

- Talk about giving and generosity using the hashtag #JourneyOutLA and #GivingTuesdayNow
- Share our Facebook posts — facebook.com/JourneyOutLA
- Follow us on Twitter @JourneyOutLA and use the #GivingTuesdayNow hashtag
- Post your photos, videos and #UNselfies on Instagram: @JourneyOutLA and @GivingTuesday
- Share our social media channels in your organizational and personal social networks

Sample Messages

Twitter

- I'm showing my support for Journey Out this May 5th for #GivingTuesdayNow. Together we can heal the world.
- I'm proud to stand with people around the world in raising awareness & support for nonprofits and people who are



helping communities during this pandemic. Join me giving back this #GivingTuesdayNow to Journey Out: now.givingtuesday.org.

- I'm social distancing for social good this #GivingTuesdayNow. Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good: <https://donate-usa.keela.co/helping-clients-through-covid-19>

Facebook/Instagram

- This May 5, I'm joining forces with @JourneyOutLA and people and organizations around the world for #GivingTuesdayNow. Let's create a wave of generosity by sharing how you will support nonprofits, individuals, and organizations this May.
- As the whole world experiences COVID-19, I'm joining forces with people and organizations in nearly every country for #GivingTuesdayNow--a global day of giving and unity that will take place on May 5, 2020. Follow @JourneyOutLA to make an impact and help heal our world.

LinkedIn

- We are living in unprecedented times. As the whole world experiences COVID-19, I'm joining forces with @JourneyOutLA and people and organizations in nearly every country for #GivingTuesdayNow--a global day of giving and unity that will take place on May 5, 2020. There are so many ways you can help others during this time. Visit www.journeyout.org to learn about an incredible organization that is providing healing to some of the most vulnerable in our community.