

# #ILGiveBig Overview

## Welcome to #ILGiveBig!



We give thanks on Thanksgiving, go to the mall on Black Friday, and browse the web on Cyber Monday. Now, we have a day dedicated to giving back. On #GivingTuesday, nonprofits, families, business, and students around the world come together for one common purpose: to celebrate generosity and to give.

**This year, the day of giving is Tuesday, December 2. In Illinois, Donors Forum is coordinating this initiative, and it's called #ILGiveBig.**

**The goal of #ILGiveBig is bold: \$12 million raised by Illinois nonprofits from 100,000 individual donors – in one day.**

**Taking part is simple.** Commit to fundraising for your mission on December 2. Tell everyone you know how they can give. Join Donors Forum in the #ILGiveBig campaign and be part of a celebration of a new tradition of generosity.

## We want you to meet your #ILGiveBig goals!

To help you be successful, Donors Forum will provide you access to:

- Marketing and communications tools (our #ILGiveBig logo; Facebook and Twitter content you can share; toolkits, templates, and plans)
- In-person training session here at Donors Forum; watch for details
- PR and visibility on Donors Forum's website
- Technical assistance
- A list of simple activities for #ILGiveBig so you and your staff don't have to recreate the wheel
- A final report at the end of the campaign showing how all participating nonprofits performed

## All you need to do is:

- Use Donors Forum's #ILGiveBig branding on your materials
- Use social media to communicate with your followers, and use the #ILGiveBig tag (don't forget to follow @DonorsForum on Twitter!)
- Share your stories with Donors Forum so we can share with all participants
- Recruit others to join the initiative and help raise \$12 million in ONE DAY!
- Raise money (This is really big! We need you to raise money like you never have before!)
- Report your fundraising results to Donors Forum

**Get involved! Build momentum! How much can your nonprofit raise on Tuesday, December 2?**

**You need not be a Member of Donors Forum to participate in #ILGiveBig.**