

Why should your company participate in #ILGiveBig?

#ILGiveBig creates an opportunity to join a global platform focused on giving back.

Push: A way to share the good news of your company's investments in the community, either celebrating recent progress or future plans. Think of #ILGiveBig as a way to reach a goal and create awareness by leveraging the excitement and natural energy of the day.

Pull: A way to engage your constituent community to ask how they will recognize the day. What matters to them? This can be an important moment to listen to the needs of your key audiences. You may push out information about your community programs all year long, but this can be a day to let others do the talking and receive invaluable feedback in the process.

Internal: Focus on engaging your employees and senior leaders.

External: Focus on engaging your customers, supply chain, and/or the general public.



About #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 (December 2), nonprofits, families, businesses, and students around the world come together for one common purpose: to celebrate generosity and to give. In Illinois, Donors Forum is coordinating this initiative, and we have one bold goal: \$12 million raised by Illinois nonprofits from 100,000 individual donors -- in one day. Find more at: <https://donorsforum.org/ILGiveBig>

#GivingTuesday
proved itself
last year:

320,000
#GivingTuesday-related
tweets flooded the
internet on December
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The Google homepage
and the White House
blog devoted attention
to the effort.

Companies that
participated as
#GivingTuesday
partners:

Adobe, Alcoa, AOL,
AT&T, Avon, Bank of
America, CA
Technologies, Cisco
Systems, CVS

Caremark, Discovery
Communications,
Edelman, Gap, GE,
General Mills, Google,

HSBC Bank USA,
Johnson & Johnson,
JPMorgan Chase,
McDonald's, McKesson,

Microsoft, NYSE, and
Starwood Hotels and
Resorts.



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Push: Share data showing results & impact from your CSR initiatives & opportunities for the coming year.

Push: Remind employees of your matching policy, and encourage them to make a gift

Pull: Feature an active employee to tell a story about what the company's CSR means to them in your internal communications.

Pull: Encourage employees to use the hashtag; educate them on what #ILGiveBig is, and let them run with it!

Push: Announce a commitment on #ILGiveBig. If you've got a bold plan in the works, hold it and announce it on Dec 2.

Push: Summarize a few of your proudest moments working with the community and celebrate those in an op-ed in local media.

Pull: Work with your nonprofit partners to develop a plan to celebrate together.

Pull: Ask customers on Twitter and other social media channels how they plan to #ILGiveBig.

Pull: Ask customers to send "unselfies." Ask how they want the company to engage in the community.



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