



Habitat
for Humanity®
of Wake County

*Serving Wake and
Johnston Counties*

**BUILD
THE
LOVE**

Tuesday, Dec. 1 is
 **GIVINGTUESDAY**

**Social media toolkit
and key messages**

Social media toolkit

What is GivingTuesday?

We have a day for giving thanks and two for getting deals. GivingTuesday is a day of giving! On Tuesday, December 1, individuals will come together to kickoff the giving season.

How does my gift help on GivingTuesday?

As COVID-19 continues, more people than ever need a stable, affordable place to live: when you donate, you're helping Habitat serve more families like Angelica's.

We're also teaming up with TowneBank to make your gift go even further. All Habitat Wake donations will be matched dollar-for-dollar, up to \$5,000.

#BuildtheLove and share your support!

As you make a gift, please share your support for #GivingTuesday by taking a photo, tagging @HabitatWake with the [#BuildtheLove](#) and uploading it to your Facebook, LinkedIn, Twitter and/or Instagram starting now until December 2. Tell everyone how and why you're giving back to Habitat Wake this GivingTuesday.

Please see these sample social media messages below to help spread the message on GivingTuesday! Click [here](#) to access our social media graphics.

1

Facebook/LinkedIn

Let's [#BuildtheLove](#) this [#GivingTuesday](#)! Join me in supporting [@HabitatWake](#) on Tuesday, December 1 and help build a world where everyone has a safe, decent place to live.

Learn more: habitatwake.org/giving-tuesday

2

Twitter

Leave a ❤️ if you'll join the movement in supporting [@HabitatWake](#) on [#GivingTuesday](#) this Dec. 1, then tag one kind-hearted person to help spread the word. [#BuildtheLove](#) Learn more at habitatwake.org/giving-tuesday

3

Instagram

I support [@HabitatWake](#) this [#GivingTuesday](#) and strive to help build a world where everyone has a safe, decent place to live. Want to join the movement? See link in my bio. [Link habitatwake.org/giving-tuesday in your bio]