



TOOLKIT

Globally, Giving Tuesday is a celebration of philanthropy that inspires people to give back to causes they are passionate about.

At UVic, Giving Tuesday brings together alumni, community members, faculty, staff and students to donate, participate in events and unlock dollars to reach our goals. The sprinkles aren't just for fun! They show how all your actions combined make a big difference across campus—contributing to student-lead initiatives, research that strengthens communities, and programs that change lives.

On November 30, we invite you to join *Project Add Sprinkles*, the Giving Tuesday campaign at UVic. Use this toolkit to learn the different ways you and your teams can get involved and help us reach the Giving Tuesday 2021 goals.

If you have any questions, or need any additional guidance, please feel free to contact Danielle Mulligan, Annual Giving Officer, at 250-472-4498 or givingofficer@uvic.ca

For more information and to follow campaign progress, visit the [Giving Tuesday webpage](http://www.uvic.ca/givingtuesday) (www.uvic.ca/givingtuesday) and [UVic social media channels](#) (tracking the hashtag #AddSprinklesUVic).

In this toolkit you will find:

- [Key messages](#) about the Giving Tuesday campaign at UVic;
- Taking part in Giving Tuesday – for [students](#), [alumni](#) and friends, or [faculty and staff](#);
- [Social media](#) resources.



WHAT IS YOUR UVIC GIVING TUESDAY?

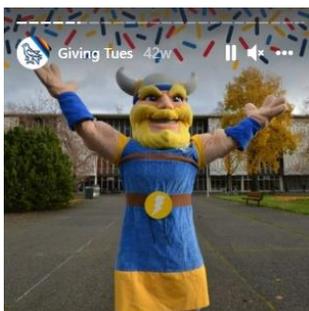
- Your UVic Giving Tuesday: *Project Add Sprinkles* is a 24-hour virtual and on-campus event taking place on November 30, 2021, that unites the global UVic community to benefit causes they care about.
- **24 hours; 24 funds.** This year, working with faculties and departments across campus, we have identified 24 Giving Tuesday Priority Funds that range from supporting anti-racism initiatives to emergency funds for students, and social justice to community outreach programs.
- On Giving Tuesday, small actions (donating and participating) add up to make a big difference to our students, campus and community—**like sprinkles on a cookie.**
- **Anyone can take part through a variety of ways**—through donating, playing the on-campus or online games and engaging on social media—that will help us reach our fundraising and participation goals.
- Since 2016, Giving Tuesday has raised more than \$399,600 to enhance the student experience, support programs, and sprinkle impact across campus.
- Visit www.uvic.ca/givingtuesday for details about where your donations will add sprinkles this year.
- **Join us on November 30, 2021 for 24 hours of giving back to causes and projects that make the UVic experience a more accessible and enriching one. Your participation will inspire others to follow in your footsteps. Your generosity will create opportunities.**



TAKING PART IN GIVING TUESDAY

Students

- 1. November 30 - Play Philanthr-opoly.** A life-size game of Monopoly with a giving twist! Players will unlock donations by moving game pieces around the board and answering UVic philanthropy related trivia questions.
- 2. November 30 - Play Campus Quest.** An online journey through UVic campus where players answer trivia questions to help unlock dollars from sponsors AND get a chance to win great prizes. Visit uvic.ca/GivingTuesday on November 30 to play.
- 3. November 30 – Play Angles & Perspectives on Instagram.** Follow UVic’s Instagram stories to identify different campus locations that have been impacted by philanthropy. Every guess unlocks \$2 from the UVic Alumni Association to support the Giving Tuesday priority funds.
- 4. November 30 - Purchase a coffee** at a participating Food Services outlet between 8AM-12PM and proceeds (\$1 from drip and \$2 from specialty) will support the Giving Tuesday priority funds.
- 5. November 30 – Donuts and hot chocolate by donation.** Find the Bubble Bus on campus from 12PM – 4PM and get an afternoon treat by donation.
- 6. Create or share content on social media.** Whether you take part in Sprinkle Tuesdays in November, visit the Giving Tuesday art installation, take a photo with your sprinkle cookie or hot chocolate, remember to use **#AddSprinklesUVic**.



UVic alumni and friends

Community Countdown challenges:

- 1. November 23 onwards – Share the Giving Tuesday Save the Date Video.** Any share of the video via YouTube will unlock \$2 from the UVic Alumni Association to Giving Tuesday priority funds.
- 2. November 23 onwards – Play Philanthropy online.** Learn how Giving Tuesday impacts the UVic campus, students, and community and get a chance to win one of 10 UVic Alumni prize packs.
- 3. November 23 - 30 – Giving Grams.** With a \$5 minimum donation, anyone can create a message of positivity for another person in their life, via a Giving Gram. Along with the message, the recipient gets to direct the sender's donation to the Giving Tuesday priority fund of their choosing. The first 250 Giving Grams sent will be matched by our sponsors, doubling their impact.

Giving Tuesday challenges:

- 1. November 30 - Donate online at www.uvic.ca/givingtuesday.** With 24 hours to give, and 24 funds to choose from, where will you add sprinkles? Help your fund of choice surpass its goal. Many funds also feature "unlock challenges" so your donation could double in impact.
- 2. November 30 - Help spread the word using #AddSprinklesUVic.** Share that you made a donation and encourage all your followers to add sprinkles of their own by doing the same.

For UVic faculty and staff

Campus Countdown challenges:

- 1. November 2-30 - Sprinkle Tuesdays.** Encourage your team to dress up with a sprinkle theme or wear brightly coloured UVic gear on any Tuesday in November and share your photo on social media with #AddSprinklesUVic to enter to win a Giving Tuesday prize pack.
- 2. November 23-29: The Great Giving Gram-alanche.** With a \$5 minimum donation, create a message of positivity for a fellow UVic-er, via a Giving Gram. The recipient gets to direct the sender's donation to the Giving Tuesday priority fund of their choosing. The

faculty or staff team that send the most Giving Grams or has the highest participation rate will win prizes.

Giving Tuesday challenges

- 1. November 30 - Donate online at www.uvic.ca/givingtuesday.** With 24 hours to give, and 24 funds to choose from, where will you add sprinkles? Help your fund of choice surpass its goal. Many funds also feature “unlock challenges” so your donation could double in impact.
- 2. November 30 - Help spread the word using #AddSprinklesUVic.**
 - a. Share information about Giving Tuesday with your team and networks. Share that you made a donation and encourage all your followers to add sprinkles of their own by doing the same.
 - b. On your personal or faculty social media accounts, share Giving Tuesday content (stories, photos, videos) or create your own using #AddSprinklesUVic.
- 3. November 30 - Purchase a coffee** at participating Food Services outlets between 8AM-12PM and proceeds (\$1 from drip and \$2 from specialty) will support the Giving Tuesday priority funds.
- 4. November 30 – Donuts and hot chocolate by donation.** Find the Bubble Bus on campus from 12PM – 4PM and get an afternoon treat by donation.



SPREAD THE WORD THROUGH SOCIAL MEDIA

There will be plenty of Giving Tuesday posts to share and re-post. However, it's great if you can post original content that makes sense for your audience. Contact Sarah Tarnopolsky at adcommsmanager@uvic.ca for advice, suggested posts and images. Below are some suggestions.

Save the Date (Nov. 23 – Nov. 30):

Save the Date! Giving Tuesday returns Nov. 30. And so does our favourite cookie baker, Justin. Watch and share this video to spread the word #AddSprinklesUVic

[Video URL coming soon]

Giving Tuesday returns to UVic on Nov. 30! \$399,600 raised over the past 6 years! To find out how you can help us reach this year's goal visit www.uvic.ca/givingtuesday #AddSprinklesUVic

Giving Tuesday (Nov 30):

This #GivingTuesdayCA small actions add up to make a big difference to our students, campus and community—like sprinkles on a cookie #AddSprinklesUVic

Ways to get involved:

1. Play Campus Quest online game
2. Use #AddSprinklesUVic to unlock funds from sponsors
3. Purchase a coffee at Food Services locations
4. Donate at www.uvic.ca/givingtuesday

It's Giving Tuesday @UVic! Over the years our amazing community has raised more than \$399k! Help us do it again:
www.uvic.ca/givingtuesday #AddSprinklesUVic #GivingTuesdayCA

It's Giving Tuesday @UVic! You can #AddSprinklesUVic by: 1. Donate 2. Buy a coffee 3. Purchase a Giving Gram 4. Spread the word Find out more at: www.uvic.ca/givingtuesday

