Grit. Grind. Give. Corporate Tool Kit:

Sample Internal Email Language:

We are excited to announce that this year we are participating in Grit. Grind. Give., the Memphis Giving Tuesday! Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, Giving Tuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. The idea behind it is simple: kick off the holiday season in a spirit of generosity that unites communities and supports non-profits!

We are encouraging employees to consider giving a donation or volunteering time to one of the many non-profits in Memphis that make our city a great place.

To support this day, we will (insert incentive here. Could be matching giving, giving a large gift from the corporate office, giving time off to go volunteer, etc.).

To learn more about the day and how you can get involved visit choose901.com/grit-grind-give/.

Happy Giving!

Sample Social Language:

Twitter:

Excited to participate in #GritGrindGive, the Memphis @GivingTues! Our employees are giving to nonprofits on 11/27. Where will you give?

We’ve issued a #GritGrindGive matching challenge to (insert name of nonprofit) to celebrate @GivingTues. Help them reach their goal by donating here (insert link to give)!

We’ve chosen (insert name of nonprofit) to give to on 11/27 to celebrate #GritGrindGive @GivingTues! Join us in supporting their great work (insert link to np and/or a picture of gift).

Facebook:

Did you know that Memphis is the most generous cities in the nation? Last year we gave more than 480K to nonprofits on #GivingTuesday and this year we want to blow that number out of the water. We are encouraging our employees to #GritGrindGive on 11/27. Who will you be giving to? Tell us below!

Our employees have spoken! This year they chose (insert name of nonprofit) to give to on #GivingTuesday to celebrate #GritGrindGive. We will be volunteering/donating to this worthy organization on 11/27. (insert link to nonprofit and/or picture of employees)

To celebrate #GritGrindGive, the Memphis @GivingTuesday, we’ve issued a matching challenge to (insert name of nonprofit). Help them reach their goal by giving on 11/28, and we will double it! (insert link to give)
Instagram:

Our employees are celebrating #GritGrindGive by choosing a great local nonprofit to give to today! Who are you giving to? #GritGrindGive #GivingTuesday #Unselfie (post pictures of your employees holding unselfies)

This year to celebrate @GivingTues we are honored to give to (insert local nonprofit) on 11/27. We believe nonprofits make our city great which is why we support their hard work. #gritgrindgive

(post graphic of participating business)