

#GivingTuesday Social Media Toolkit

For GDI of Adoption Chapter & National Board Members

Event Overview

Giving Tuesday is a global generosity movement harnessing the power of people and organizations to transform lives and build stronger communities.

Date: Tuesday, December 2, 2025

Time: All day, with National pushing messages out to donors in the morning, afternoon, and evening

Mission: 100% of funds raised help complete adoptions for children waiting for the love, safety, and stability of family.

How Board Members Can Help

- Share [T-3 posts](#) on #GivingTuesday
- Use the [ready-to-use captions](#) below or customize in your own voice
- Always include your [personal fundraising link](#), if you're running a POF fundraiser
- Tag [GDI of Adoption Fund](#) on socials
- Use the shared [hashtags](#)
- Share provided graphics or a relevant personal photo when possible

Visual Guidelines

- For Instagram, use square or vertical images (4:5)
- Tag [GDI of Adoption Fund](#) on Facebook/Instagram/LinkedIn
- Choose visuals such as:
 - GDI Giving Tuesday graphics
 - Simple quotes or stat overlays
 - Keep overlays simple, e.g., "Giving Tuesday - Dec 2, 2025"