

#GivingTuesday Social Media Toolkit

For Gift 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 **1–3 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 P2P fundraiser
- Tag **Gift 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 **Gift of Adoption Fund** on Facebook/Instagram/LinkedIn
- Choose visuals such as:
 - GOA Giving Tuesday graphics
 - Simple quote or stat overlays
 - Keep overlays simple, e.g.: "Giving Tuesday – Dec 2, 2025"