#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 1, 2026
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 1, 2026"

Hashtags

#GivingTuesday
#GiftofAdoption
#GiveTheGiftofFamily

Ready-to-Use Email

Dear Friends,

Today is Giving Tuesday! I'm supporting Gift of Adoption, an organization that helps children in vulnerable circumstances find safe, loving families. Your support—of any amount—helps provide adoption assistance grants to families ready to bring a child home. Thank you for helping make a lifelong impact.

You can find out more about the organization and make a donation here: https://igfn.us/vf/GivingTuesday26

Thanks for taking a moment to check it out!

#GivingTuesday Captions for National Board Members

Mission-Focused (National Version)

“It's #GivingTuesday, and I’m fundraising to help a child come home. Gift of Adoption awards grants that make adoption possible for children who need permanent, loving families. Please consider giving or sharing to spread the word!
Donate or share: https://igfn.us/vf/GivingTuesday26”

Short Instagram Captions

“Today is #GivingTuesday!
Help complete adoptions nationwide through @giftofadoptionfund.
#GiftofAdoption #GiveTheGiftofFamily”

“#GivingTuesday is here! Help support adoption grants through @giftofadoptionfund.”

National Impact

“Across the country, children are waiting — for safety, stability, and the love of a permanent family. Gift of Adoption removes the final financial barrier so these adoptions can be completed.
Every gift makes a difference. Donate today: https://igfn.us/vf/GivingTuesday26”

“It’s Giving Tuesday! I’m raising funds for Gift of Adoption to help children across the U.S. come home to permanent families.

Thank-You / Recap (National Version)

“Thank you for giving with such generosity this Giving Tuesday!
Your support helps unite children with families nationwide.
You can learn more or donate anytime at: giftofadoption.org”

Captions for Chapter Board Members

Mission-Focused (Chapter Version)

“100% of funds raised by our [STATE] Chapter help connect children in our community with permanent, loving families. This Giving Tuesday, I’m raising funds to help complete more adoptions right here in [STATE].
Donate or share: https://igfn.us/vf/GivingTuesday26”

Short Instagram/Facebook Caption

“Help children in [CHAPTER] come home this #GivingTuesday.
Support adoption grants through @[CHAPTER PAGE **or** giftofadoptionfund].
#GiftofAdoption #GiveTheGiftofFamily”

Chapter-Specific Day-Of

“It’s #GivingTuesday! Our [STATE] Chapter is raising funds to ensure no child in our community waits for family because of financial barriers.
Give today and help bring a child home: https://igfn.us/vf/GivingTuesday26”

Thank-You / Recap (Chapter Version)

“Thank you for supporting our [STATE] Chapter this Giving Tuesday!
Your generosity brings children in our community one step closer to permanent family.
You can still donate anytime: [chapter donate page]

Suggested Posting Timeline (Day-Of)

Morning:
- Announce that it’s Giving Tuesday
- Share your fundraiser link or donation page
- Use a short caption + a simple graphic

Midday:
- Post a mission-focused reminder
- Share why you support Gift of Adoption
- Encourage others to donate or share your post

Afternoon–Evening:
- Final push for donations
- Thank donors who have already given (tag if appropriate)
- Re-share your link with a heartfelt message

End of Day / Next Morning:
- Post a brief thank-you
- Celebrate the impact and invite anyone who missed the day to still give

Link to Graphics