

The Nora Project's 2022 Giving Tuesday Participant Toolkit

Thank you for celebrating #GivingTuesday with The Nora Project! Established in 2012, #GivingTuesday is a global generosity movement that encourages people to do good and give back on a dedicated day annually. This year, TNP is relying on the support of participants to engage your network and encourage others to join you in making the campaign a success.

Our campaign this year highlights the struggles that students are facing and the increased training and resources that educators need to support them. As a #GivingTuesday fundraiser, you're raising funds to provide professional development that empowers educators to identify, anticipate, and plan for students' needs--**skills educators have never been taught and that are desperately needed in classrooms today.**

Ways to participate:

- Start a fundraising team and recruit family and friends to fundraise along with you
- Sign up as a fundraiser and encourage family and friends to make gifts
- Call, text, or email your family and friends to tell them about TNP and the campaign
- Post to your social media channels

In this toolkit, you will find everything you need -- graphics, hashtags, The Nora Project social handles, and suggested copy for social media and email. If you need anything else, please reach out to Deana Kaplan at Deana@TheNoraProject.ngo.

QUICK LINKS

- [Fundraising Website](#)
- [Downloadable Graphics](#)
- [Fundraising Incentives](#)

THE NORA PROJECT SOCIAL HANDLES

- Facebook: [@TheNoraProject](#)
- Twitter: [@TheNoraProject](#)
- Instagram: [@TheNoraProjectNGO](#)

SUGGESTED SOCIAL COPY

Engage with us on social media using #TheNoraProject for re-shares and features on TNP social channels. Other hashtags that may increase engagement include #GivingTuesday, #Disability, #Inclusion, and #InclusionMatters.

Idea 1

Friends, you may think that The Nora Project is aimed squarely at disabled students--supporting them in cultivating identity pride and gaining access to inclusive classroom spaces. It is so much more than that! When we advocate for and value the rights and identities of disabled students, we build communities centered around access, support, belonging, and valuing the contributions of all.

That's the community that I'm hoping to build with my #GivingTuesday gift, will you join me? #TheNoraProject



Idea 2

Join me in supporting The Nora Project this #GivingTuesday! When you do, you'll be supporting professional development that empowers educators to identify, anticipate, and plan for students' needs--skills educators have never been taught and that are desperately needed in classrooms today. #TheNoraProject

Be sure to add a link to your personal giving page or to the campaign page in each of your posts!

GRAPHICS

[DOWNLOAD ALL \(ADDITIONAL OPTIONS INCLUDED\)](#)

 <p>Download</p>	 <p>Download</p>
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SUGGESTED EMAIL COPY

Use this suggested email copy in its entirety or as a starting point to share additional information about your participation in #GivingTuesday with your network. Feel free to personalize it as much as you're comfortable with.

Family & Friends,

I'm celebrating #GivingTuesday with a fundraiser for The Nora Project and hope you'll support me in these efforts. You may think that TNP is aimed squarely at disabled students--supporting them in cultivating identity pride and gaining access to inclusive classroom spaces. That's important work, and it would be enough, but the work means *even* more than that.

When we advocate for and value the rights and identities of disabled students, we build communities centered around access, support, belonging, and valuing the contributions of all.

That's what TNP is all about--it's a new approach that says there is no right or wrong way to be a student; however you show up, we will support you and include you and fight for you. This work truly benefits *all* students.

With your gift, [you're letting thousands of students know](#) there's no such thing as normal, all human lives have equal value, and that strong, caring, inclusive communities are the key to our individual and collective well being. This is the change our children need. We are their best hope.

Please consider joining me with a gift today. Every single dollar makes a difference.

FUNDRAISING INCENTIVES

As a way to show our gratitude for your participation, individuals who choose to set up personal fundraising pages are eligible to receive prizes at the end of the campaign. The below image outlines the prizes available this year. Individuals may opt in or out of receiving prizes.

When you raise	You'll receive a
\$100	TNP Sticker
\$250	TNP Magnet
\$500	TNP Phone Card Holder
\$1000	TNP T-Shirt

THE NORA PROJECT
Building inclusive classrooms

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