



## **Giving Tuesday on November 28, 2017**

The BSA has a proven track record of shaping young people into citizens of outstanding character – people who understand the meaning of accountability and the importance of servant leadership. On #GivingTuesday, November 28, 2017, we're continuing that record by helping Scouts become the leaders of the future. Read on to discover how you can help invest in tomorrow's leaders this #GivingTuesday.

### **What Is #GivingTuesday?**

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration. Observed on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. You can learn more about the annual event by visiting the [official #GivingTuesday page](#).



### **Easiest way to give?**

Using our new Text-to-Give program, just text the keyword **doagoodturn** to **41444**

### **Social Media Outreach – Help to Spread the Word!**

**YOU** have likely already supported local Scouting this year. For #GivingTuesday, we ask that you use social media to reach beyond your Scouting circle and invite your neighbors, colleagues, and community networks to give locally as well. Here are some examples you could use:

#### **Sample Tweets**

Save the date! November 28 is #GivingTuesday! Support @MountBakerBSA and make a local impact on America's youth! #WeAreTheBSA

Today is #GivingTuesday! Help support the good work local Scouting does to build young people of character. #WeAreTheBSA <https://www.mountbakerbsa.org/donate/>

Join us on this #GivingTuesday to support Scouts in communities all across this great nation! #WeAreTheBSA <https://www.mountbakerbsa.org/donate/>

Thank you for your support of Scouting on this #GivingTuesday! We couldn't do it without you! #WeAreTheBSA <https://www.mountbakerbsa.org/donate/>

### Sample Facebook Posts

Save the date! November 28<sup>th</sup> is #GivingTuesday! Support Mount Baker Council and make a local impact on America's youth! Learn more about how Scouting Works here: <http://scoutingwire.org/how-scouting-promotes-positive-character-development/>

When you support Scouting and the Mount Baker Council on this #GivingTuesday, you're helping to build the leaders of tomorrow. <https://www.mountbakerbsa.org/donate/>

For #GivingTuesday, people are joining together to support organizations like Scouting and the Mount Baker Council! Thanks for lending your support to make Scouting possible in our community! <https://www.mountbakerbsa.org/donate/>

Through your support of Scouting and Mount Baker Council on this #GivingTuesday, you help young people grow to become citizens who are trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent. Thank you!



### How Your Support Helps Scouting

Investing in the Boy Scouts of America creates opportunities for youth to gain memorable experiences and be instilled with values, principles, and skills that will help them develop into the future leaders of our nation. By contributing to Scouting, you will have a profound impact on America. More youth will experience the program that will further instill values and character in their moral fiber.

Support provided to local councils is used for scholarships, program supplies for youth activities, volunteer training, and camp and service center maintenance. Additionally, the National Service Center provides local councils with program materials, resources and support of the Scouting program.

*Just remember - Text doagoodturn to 41444*