

GO GLOBAL, GIVE LOCAL ON GIVING TUESDAY

BE "UNSELFIE" WITH TAHOE DONNER GIVING FUND

Giving Tuesday is November 30, the international day of philanthropy that started in 2012. What began as a counter to Black Friday, the day traditionally known as the busiest shopping day of the year, Giving Tuesday has now become one of the largest days of giving. In 2020, \$2.5 billion was donated to U.S. nonprofits. This year, Tahoe Donner's Giving Fund will be launching its biggest outreach ever for Giving Tuesday, appropriately named #GivingFundTuesday.

THE "UNSELFIE"

The beauty of Giving Tuesday is that it is a completely online, one-day-only experience for donors and nonprofits. And what's an online experience without a post to a favorite social media site to show affinity? Introducing the #GivingFundTuesday "Unselfie," a template to post *instead of your photo* on Nextdoor, LinkedIn, Instagram or Facebook to show your support for the Giving Fund.

Here's how you can be "Unselfie" and raise awareness of #GivingFundTuesday:

- Go to tahoedonner.com/giving-fund and click on #GivingFundTuesday to donate and download your "Unselfie" template
- Click the "Unselfie" Download link to download and print your template
- Write why you choose to give to the Giving Fund on the template
- Take a selfie of the "Unselfie" template you created
- On Tuesday, November 30, post the "Unselfie" photo to your social media profiles with the hashtag #GivingFundTuesday



When you choose to give to the Giving Fund to help support causes like local arts and culture, health and human services, animal welfare and treasured open spaces, you'll be showing your support for our wonderful community.

Tahoe Donner Giving Fund's mission is to inspire generosity and pool charitable giving among our Tahoe Donner neighbors. The Giving Fund supports local nonprofits in greater Truckee to provide scholarships to local students, bolster nonprofit community services, advance environmental organizations and support trail stewardship. Contributing on #GivingFundTuesday helps the Giving Fund strengthen our community. Please give to the Tahoe Donner Giving Fund at givingfund.tahoedonner.com/GivTues21.

Additional ways to participate on your own on Giving Tuesday:

- Share kindness with your neighbors
- Volunteer virtually or share your talents
- Give your voice to a cause that matters to you
- Show gratitude to restaurant personnel, healthcare workers, service providers and others who are making sure we still have the services we rely on

DONATE AT [GIVINGFUND.TAHOEDONNER.COM/GIVTUES21](https://givingfund.tahoedonner.com/GivTues21)

The Tahoe Donner Giving Fund is chartered by the TD Board of Directors. All contributions are voluntary tax-deductible gifts from TD members and friends. The Giving Fund is administered through the Tahoe Truckee Community Foundation. For more information on the Giving Fund or to make a contribution, visit our web page at tahoedonner.com/giving-fund. Contact tdgf@tahoedonner.com with questions or to volunteer for the committee. Thank you to our founding partner, Elements Mountain Company, for their continued support.



**POWERED BY
TAHOE TRUCKEE
COMMUNITY FOUNDATION**