



AVIATION FOUNDATION

GIVING TUESDAY

2023 TOOLKIT

Giving Tuesday is happening Tuesday, November 28. That's when we encourage the entire EAA® community to take part in a day-long giving event. The money raised throughout the day will be used to support EAA's education, safety and advocacy, and outreach programs.

Want to get involved but only have a few minutes? That's all it takes! This toolkit contains the essentials to help you make a BIG impact in just a few minutes — scripts, sample text, images, and more.

DECIDE HOW YOU WOULD LIKE TO PARTICIPATE:

- Sign up to become a Giving Tuesday Ambassador
- Make your own gift
- Share EAA Giving Tuesday with friends on social media
- Show your support using **#EAAGivingTuesday**
- Send an email
- Send a text
- Go old school, and make a phone call to a friend

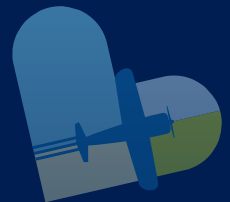
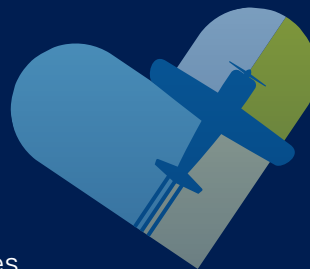
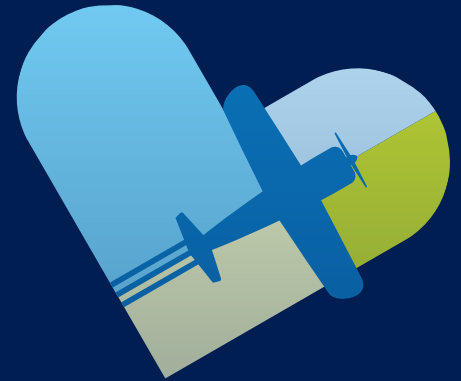
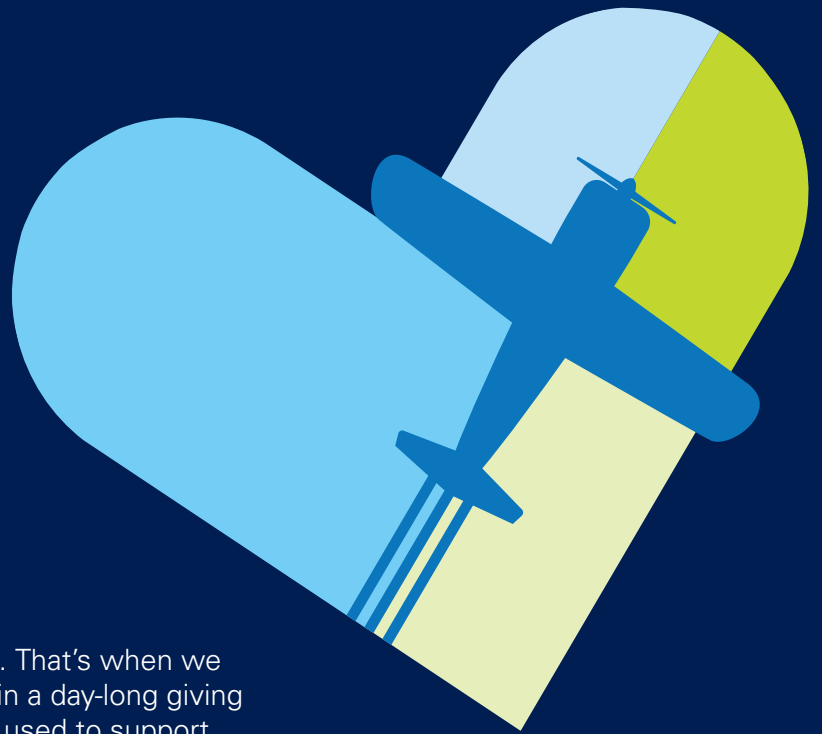
BOILERPLATE MESSAGING:

When our passionate community of aviation enthusiasts comes together, it's amazing what can happen. Join us for EAA Giving Tuesday on Tuesday, November 28, as we raise money to help grow The Spirit of Aviation®. Every gift, no matter the size, makes a difference!

KEY MESSAGES

EAA hosts the largest aviation event in the world, but did you know it offers programming throughout the year as well? EAA hosts webinars with tips about how to build your own aircraft, offers programs that introduce new people to flight, and provides guidance for those pursuing their pilot certificate, just to name a few. Giving during Giving Tuesday helps further EAA's mission.

Join me in supporting EAA and its programs by making a gift today at EAA.org/GivingTuesday



SAMPLE SOCIAL POST

1. Hey aviation friends! Today I showed support to EAA and the aviation community by giving on EAA Giving Tuesday. Join me in supporting EAA today by making your own contribution at EAA.org/GivingTuesday. #EAAGivingTuesday

2. As an EAA member, I [GET TO EXPERIENCE..., VOLUNTEER MY TIME..., HAVE ACCESS TO..., ETC.] That's why today, on EAA Giving Tuesday, I made a gift to support EAA's programs.

Join me in supporting EAA and the general aviation community by making a gift today at EAA.org/GivingTuesday. #EAAGivingTuesday

SOCIAL MEDIA PRO TIPS:

- Include a video, photo, or social media graphic (download one from EAA from the list below)
- Share your personal story. What does EAA mean to you? Why do you support EAA?
- Tag 10 friends who you think would support your fundraising efforts
- Raise a question to your followers
- Use hashtag **#EAAGivingTuesday**

CLICK ON THE LINKS BELOW TO DOWNLOAD AND SAVE AN IMAGE TO YOUR DEVICE

Facebook, Instagram, and LinkedIn Images

» Young Eagles

» Girls on the Fly

» Pilot Proficiency Center

Facebook and Instagram Story Images

» Young Eagles

» Girls on the Fly

» Pilot Proficiency Center

X (formerly known as Twitter) Images

» Young Eagles

» Girls on the Fly

» Pilot Proficiency Center



Join me in supporting EAA and its programs by making a gift today at EAA.org/GivingTuesday





SAMPLE EMAIL

Subject: Why I'm supporting EAA on Giving Tuesday

Dear [NAME],

On November 28, the EAA Aviation Foundation will celebrate Giving Tuesday, and they'll need support from EAA members like me and you!

I am choosing to be an ambassador, which means I am helping raise money for EAA's programs because [EXPLAIN WHY/WHAT EAA MEANS TO YOU].

I hope you will join me and make a gift during Giving Tuesday. Your gift, be it big or small, will make a difference and help grow The Spirit of Aviation. Make your gift today at EAA.org/GivingTuesday.

Thank you,
[YOUR NAME]

PS — Want to go the extra mile? Pass along the message and ask someone else to join you in giving this Giving Tuesday.

SAMPLE TEXT MESSAGES

1. I am taking part in Giving Tuesday because it helps fund EAA education and outreach programs. Would you join me in making a gift today to support EAA? Give at EAA.org/GivingTuesday.

2. Hey, have you heard about Giving Tuesday happening on November 28? I just signed up to become an EAA ambassador! I am helping to raise the money necessary for funding many of the programs they provide like [INSERT ONE HERE: HOMEBUILDER'S TIPS, MUSEUM EDUCATION, SAFETY AND ADVOCACY, ETC]! Will you help by making a gift today? Give at EAA.org/GivingTuesday.

3. Hey [NAME], today is Giving Tuesday! During this 24-hour giving campaign, members will make donations that enrich the many programs EAA offers. Will you help me reach my personal goal of [NUMBER] donations this year? Give at EAA.org/GivingTuesday.

PHONE CALL SCRIPT

Hi [NAME]

On November 28, I'll be helping EAA raise money for their crucial education, safety and advocacy, and outreach projects. I was hoping you would join me.

Every gift, no matter the size, makes a difference in opening the doors of aviation to people. Think of where you might be without aviation!

THANK YOU for helping support EAA on Giving Tuesday!



Join me in supporting EAA and its programs by making a gift today at EAA.org/GivingTuesday