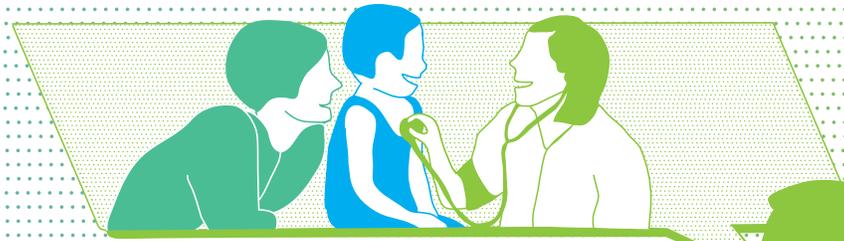


#My Giving Story

Every act of giving has a story.
What is yours?



What is #MyGivingStory?

Launched in partnership with the Bill and Melinda Gates Foundation, #MyGivingStory is an annual social media contest held each November in conjunction with GivingTuesday that fosters a public conversation about generosity and encourages more people to give.

Throughout the month of November, people will be able to submit their stories about inspiring examples of giving (time, money, skills, goods, etc.) into an online gallery, share their stories across their social media networks, generate votes for their story, and have the opportunity to win grants for their favorite nonprofit organizations. Stories may be submitted in written or video format.

What are the *Prizes* during #MyGivingStory?

Prizes range from GivingTuesday swag to **\$10,000** grants for the entrant's chosen nonprofit organization.

1. The 20 stories that receive the most votes in the online gallery during the month of November will be sent to a panel of judges who will award prizes:
 - **1st-Place Winner: \$10,000** for the entrant's chosen non-profit organization
 - **2nd-Place Winner: \$5,000** for the entrant's chosen non-profit organization
 - **3rd-Place Winner: \$2,500** for the entrant's chosen non-profit organization
2. Most Nominated Nonprofit: \$2,000 to each of the 4 nonprofits "chosen" the most often.
3. #GivingTuesdayKids: \$1,000 for the entrant's chosen nonprofit to the 5 stories submitted by youth (ages 13-17) garnering the most votes.
4. #YoDonoPorque: \$1,000 for entrant's chosen nonprofit to the 2 Spanish-language stories garnering the most votes.
5. Honorable Mention: \$1,000 for the entrant's chosen nonprofit to 2 outstanding stories
6. \$500 grants for entrant's chosen nonprofit will be awarded 2x each week throughout the contest period to a randomly selected story. That's a total of 8 chances to win!
7. 33 Day Sweepstakes: Each day, one story will be randomly selected to win a custom GivingTuesday gift.

How can #MyGivingStory support my organization?

- Use this opportunity to engage your community in the lead-up to GivingTuesday.
- Create more energy and visibility for your organization. Last year's contest generated more than 2.5 million views!
- Your organization could receive a grant between **\$500 - \$10,000** if your organization is the chosen nonprofit by a winning entry.
- #MyGivingStory is a great way to gather shareable testimonials about your impact that you can use to fuel further fundraising and awareness campaigns.

How do we get started?

Participating in #MyGivingStory is as easy as 1, 2, 3...

1. **Ask** your donors, social media followers, board members, staff, volunteers, and wider community to respond to the prompt: Every act of giving has a story. What's yours? Then submit their essay or video to www.mygivingstory.givingtuesday.org. When people enter their stories, they will be asked to name the nonprofit organization that would receive the grant if their story wins. If you have already collected stories, consider asking your supporters to submit them.
2. **Share** the stories via social media, in your newsletter, on your website, etc. and encourage everyone to vote as often as possible.
3. **Use** the gallery of inspiring stories to encourage giving and amplify your lead up to GivingTuesday. You can share stories from the gallery, link to the gallery, and suggest that your community look to the gallery to get inspired about giving.

Here are a few more ideas for organizations to make **#MyGivingStory** work for them:



- Encourage your staff or community to tell their giving stories. Host a brown bag lunch or dinner to share personal stories about giving.
- Encourage the community to submit their stories to **#MyGivingStory**. Host a gathering where participants tell their stories and then video tape each other and use those videos as their submissions.
- Have senior leadership, community leaders, or influencers connected to your organization tell their own inspiring giving stories either in person or online. Have them submit their stories to the contest and then amplify the entry via your social media. Stories could be about an inspiring donor or a moment from their youth when they realized the power of giving.
- Consider using the logos and promotional graphics available at GivingTuesday.org/logos or make your own. Include them on any of your GivingTuesday web pages or as an add-in to your newsletter. Feel free to be creative!

What makes for a *Winning* story?

While the contest has evolved each year, we do have some learnings from the past:

- The ideal length of a written story is 500-600 words
- A polished, thoughtful, and complete narrative results in higher engagement and overall story success.
- The stories that were most popular and produced the highest levels of engagement were those that followed or were similar in structure to the five-part dramatic arc employed in Greek and Shakespearean drama - which contains five key components: the exposition (setting the stage), rising action, climax, falling action, and resolution
- Adding an image to a written story substantially improved engagement. Note that, while logos and other organizational branding are better than no image, photos tend to yield better results.

Looking for more tips and tricks for winning? Be sure to check out the FAQs at MyGivingStory.GivingTuesday.org

**HAVE *Fun* WITH IT AND MAKE IT
Creative AND *Joyful!!***

Sample *Tweets*

What inspires you to give back?

Share your [#MyGivingStory](#) and win a grant for a nonprofit of your choice! Hopefully @ORGNAME!

<http://bit.ly/MyGivingStory2019>

Share your giving story!

Choose @ORGNAME as your chosen nonprofit and we could win a \$10K grant.

<http://bit.ly/MyGivingStory2019>

Why do you give to @ORGNAME?

Share your story and help us win a grant! [#MyGivingStory](#)

<http://bit.ly/MyGivingStory2019>

Sample *Facebook* Posts

Every act of giving has a story. What is yours? Share your story in the [#MyGivingStory](#) contest and you could win a grant of up to \$10,000 to give to your favorite non-profit organization.

Lots of other prizes, too. <http://bit.ly/MyGivingStory2019>

Check out [#GivingTuesday](#)'s storytelling contest, [#MyGivingStory!](#)

Share your story about what inspires you to give and you could win a grant of up to \$10,000 to give to your favorite nonprofit organization. Lots of other prizes, too. <http://bit.ly/MyGivingStory2019>

Less than a month until [#GivingTuesday](#)!

Time to talk about giving. Share your story about what inspires you to give back. The [#MyGivingStory](#) contest winners will give grants of up to \$10,000 to their favorite nonprofit organization. Lots of other prizes, too. It could be you! <http://bit.ly/MyGivingStory2019>

#MyGivingStory

Sample *Outreach Email*

Every act of giving has a story. What is yours?

Dear [NAME],



[#MyGivingStory](#) is a social media storytelling contest created to foster a public conversation about generosity and to inspire more people to give. Would you share a story about how and why you give to the causes you care about? The stories can be about you or someone else, about giving of time, money, goods, or skills, and what inspires you.

Contestants will have the chance to win a number of prizes throughout the month, with the winning story writers receiving grants up to \$10,000 to give to their favorite nonprofit organization!

Entering is as easy as 1, 2, 3...

- 1. Write or record your #MyGivingStory:** Think of a story or experience that inspired you to give, choose which format you will use to tell your story (written essay or video), and write or record your story.
- 2. Post your story:** Go to the [contest page](#) and click on "Submit Here." Select the nonprofit that would receive a grant if your story wins and upload your story.
- 3. Share your story on social media!** The more votes you get, the better your chances of winning one of our prizes! Direct people to vote in the [online gallery](#). The 10 stories with the most votes will become the Finalists and submitted to the judging panel, who will select the winners.

Some additional tips and requirements:

- #MyGivingStory is open to legal residents of the U.S., who are age 13 and older.
- Written entries must be between 150 and 1,200 words and may include a photo.
- Videos must be between 30 seconds and 5 minutes in length and under 100 MB in one of the following formats: AVI, MOV, WMV, MP4, MPEG, FLV, 3GP, and 3G2.
- All entries must be original, unpublished works.
- Only one entry per entrant.

As part of our community, we hope you might take a few minutes to reflect on why giving matters to you, share your story in the #MyGivingStory contest, and, of course, consider naming us as the recipient of a grant if you win one.

There's no time like the present!

[Submit your story today and share so we can help celebrate how and why you give back!](#)

**WE LOOK
FORWARD
TO
HEARING
YOUR
STORY!**

#MyGivingStory