



#My Giving Story

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



What is #MyGivingStory?

#MyGivingStory is a social media storytelling contest, launched in partnership with the Bill and Melinda Gates Foundation, to foster a public conversation about giving and, through stories, to inspire 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 T-shirts to **\$10,000** grants for the entrant's chosen non-profit organization.

1. The 30 stories (15 written + 15 videos) 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:
 - Two **1st-Place Winners: \$10,000** for the entrant's chosen non-profit organization
 - Two **2nd-Place Winners: \$5,000** for the entrant's chosen non-profit organization
 - Two **3rd-Place Winners: \$2,500** for the entrant's chosen non-profit organization
2. \$500 grants for entrant's chosen non-profit organization will be awarded 2x each week throughout November to a randomly selected submission.
3. Mi Cuento de Dar Prizes (Excellence in Spanish): 2 winners: \$1,500 for entrant's chosen non-profit organization
4. Most Popular Non-Profit Awards: 4 Winners: \$2,000 to each of the four non-profit organizations "chosen" the most often (entrants will be asked on the submission form which non-profit you would choose if you win)
5. 30 Days of November: Each day, one submission will be randomly selected to win a #GivingTuesday T-shirt.
6. Recruit-A-Friend: Recruit 3 other people (friends, family, colleagues) to submit their giving story and we will highlight your story on #GivingTuesday social media channels.

How can #MyGivingStory support my organization?

- Use this opportunity to engage your community as a lead-up to #GivingTuesday.
- Create more energy and visibility and buzz around your #GivingTuesday activities.
- Your organization could receive a grant between **\$500 - \$10,000** if your organization is the “chosen non-profit” by a winning entry.

How do I get started? It is *Simple!*

1. Ask your donors, social media followers, volunteers, and wider community to submit their stories (written or video!) at www.mygivingstory.givingtuesday.org.
2. When someone enters their story, they will be asked to name the non-profit organization that would receive the grant if their story wins. Ask your community to name your organization!
3. If you have already collected stories from your givers, you could simply ask them if they would be willing also to submit them to #MyGivingStory.
4. Once stories have been submitted, your organization can share via social media as many stories as you like. Choose those that are relevant, either because they are about your issue, are inspiring, or because they are about your organization.
5. 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, suggest that your community look to the gallery to get inspired about giving.
6. Keep an eye on #GivingTuesday social media and share relevant posts and promotions and highlighted stories from the #MyGivingStory contest.

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 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 or another idea.

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.
- Photos of young children garnered the most attention, while images featuring only organizational branding or logos did not work well.

**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 non-profit of your choice! Hopefully @ORNAME!

<http://bit.ly/MyGivSt>

Share your giving story!

Choose @ORNAME as your chosen non-profit and we could win a \$10K grant.

<http://bit.ly/MyGivSt>

Why do you give to @ORNAME?

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

<http://bit.ly/MyGivSt>

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/MyGivSt>

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 non-profit organization. Lots of other prizes, too. <http://bit.ly/MyGivSt>

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 non-profit organization. Lots of other prizes, too. It could be you! <http://bit.ly/MyGivSt>

#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 giving 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?

The contest will be handing out 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!

It's easy to enter. Just [submit your story here](#) and follow these three steps to start gathering votes:

- 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 our [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 30 stories with the most votes will become the Finalists.

And remember to share with your network and community! **Use this toolkit** to email your team members, volunteers, donors, and supporters and ask them to share their stories. The more stories, the more awareness and the better chances of your nonprofit receiving a grant award!

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 prize 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