



## Frequently Asked Questions:

**What is #GivingTuesday?** We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back. On Tuesday, November 28, 2017, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and give.

**What is the Laramie County Collaborative?** After the 2014 #GivingTuesday, United Way of Laramie County and Black Dog Animal Rescue partnered to encourage excitement and engagement about giving opportunities within Laramie County. They recognized that we should all be taking advantage of the compounding effect of multiple participating organizations on #GivingTuesday.

**What benefits do organizations receive by joining the collaborative?** United Way will provide a landing page on their website with #GivingTuesday information and links to participating organization websites. BDAR and United Way will brand the event, engage local media and create/manage social media channels for the collaborative. Other promotional strategies may also be pursued as opportunities and ideas present.

**Why is an organization I support not listed as a partner in Laramie County #GivingTuesday?** Every attempt was made to reach all Laramie County 501c3 organizations. If, for whatever reason, an organization did not join the collaborative in 2017, they will be welcome to join in 2018 or subsequent years.

**Does it cost the organizations anything to participate?** Yes and No. United Way is volunteering the web page. BDAR and United Way are volunteering their time and resources to promote the event and manage the social media. Depending on the individual organization's campaign, they might incur expenses that are not part of the collaboration.

**Is it just about monetary donations?** No, some organizations will be requesting donations of supplies and seeking new volunteers.

**Will results be reported after the event?** Yes, we will ask each partner to report on volunteer hours and dollars raised through their #GivingTuesday campaign. These numbers will be reported to the community.

**How can my business get involved?** Help us promote the event to the public through your website and social media channels. Connect with partners you currently support to see what you can do leading up to the event and on that day. Explore opportunities with new nonprofits!

**How can I get involved as an individual?** Help promote Laramie County #GivingTuesday on your Facebook page. Do the same for the individual organizations you support. Take the time to learn about all of the campaigns happening that day. Attend one of the events happening that day.

**Who do I contact for more information?** Laramie County #GivingTuesday is a community collaboration brought to you by:

