



On November 29, Cara Collective will once again join the global giving movement #GivingTuesday and we're making it our most successful year yet!

Throughout the day, we'll share inspiring stories of participants who came to Cara searching for an opportunity to create a better life for themselves and their families through the power of a job.

You can help us reach our goal of raising \$135,000!

Your support is critical to our success. You have the power to amplify this work by activating your community during the month of November and beyond. We have put together this #GivingTuesday toolkit to provide you with the resources you need to get started.

There are three easy ways you can engage and support this #GivingTuesday:

- 1. Become a Champion and Launch a Personal Fundraising Page**
- 2. Share on Your Social Media Channels**
- 3. Email Your Network**

Before we begin don't forget to follow us on social media:



[Facebook](#)



[LinkedIn](#)



[Instagram](#)



[Twitter](#)



[YouTube](#)

[And keep visiting our #GivingTuesday homepage for updates](#)

Questions about this toolkit? Reach out to Tara Harper, tharper@carachicago.org, 312-798-3307



Become a Champion and Launch a Personal Fundraising Page



This #GivingTuesday, you can raise money and awareness by creating your very own Champions peer-to-peer fundraising page on Givesmart. In the past two years, our Cura Champions have raised more than \$100,000 on #GivingTuesday! Becoming a Champion is easy: create a fundraising page at the link below, set your individual goal, add your personalized message, and easily share your link with your friends and family to reach your goal. You can also create a page on behalf of your company/organization and promote it with your colleagues.

[Click here to create your own Champions page](#)

[Click here for a tutorial on how to make your Champions page](#)



Share on Your Social Media Channels

Whether you've set up a Champions page or simply sharing our work, download images and copy+paste the suggested language below to easily promote us on your social media. Don't forget to follow us, tag @CaraChicago, and share our posts all #GivingTuesday!

[Click here to download images for social media](#)

Champions message:

- This #GivingTuesday, I am creating access, equity, and opportunity by championing @CaraChicago and their job seekers. Through my personal fundraiser, I am supporting people ready to find quality jobs and transform their lives. Will you join me at (insert personal url)? Thank you for your support! #LetsGetToWork #AccessEquityOpportunity

Not a Champion? No worries! Share these #GivingTuesday messages:

- This #GivingTuesday, I am creating access, equity, and opportunity for the motivated job seekers at @CaraChicago. Join me and together let's help transform a life at www.caracollective.org/givingtuesday. #AccessEquityOpportunity #LetsGetToWork
- Since 1991, @CaraChicago has helped place people experiencing poverty into more than 12,000 jobs. This #GivingTuesday, I'm showing my support of their job seekers. Will you join me and help create access, equity, and opportunity? Make your donation at www.caracollective.org/givingtuesday. #AccessEquityOpportunity #LetsGetToWork



Email Your Network (Champions)

Share your personal fundraising page with your friends, family, and colleagues to reach your goal. Below is suggested email copy to inspire you to help raise awareness and dollars for our job seekers this season. Please feel free to make it your own!

Dear (NAME),

In honor of #GivingTuesday, the largest global day of giving and philanthropy on November 29, I am making a commitment to creating access, equity, and opportunity by championing Cara Collective.

I've created my own Champions fundraising page to support Cara's job seekers and their vision to fuel a national movement to eradicate poverty.

Since 1991, Cara has placed people experiencing poverty into more than 13,000 jobs by giving them personal and professional skills training and access to quality employment opportunities. Through their work, Cara is shifting perspectives and building pathways to gainful employment as they create true life transformations for the people they serve.

I'd love your help in reaching my fundraising goal this #GivingTuesday. **Will you please support my campaign at (insert personal url)?** Any amount will make a difference to someone building their new beginning. To learn more about Cara Collective, visit www.caracollective.org or feel free to reach out to me!

Thank you for your commitment to access, equity, and opportunity this holiday season. I am so grateful for your help, but more importantly, so are the job seekers at Cara.

Happy holidays!



Email Your Network (Non-Champions)

Not a Champion? Below is suggested email copy to inspire you to help raise awareness and dollars for our job seekers this season. Please feel free to make it your own!

Dear (NAME),

In honor of #GivingTuesday, the largest global day of giving and philanthropy on November 29, I am making a commitment to creating access, equity, and opportunity by championing Cara Collective.

Since 1991, Cara has placed people experiencing poverty into more than 13,000 jobs by giving them personal and professional skills training and access to quality employment opportunities. Through their work, Cara is shifting perspectives and building pathways to gainful employment as they create true life transformations for the people they serve.

I'd love if you joined us this holiday season. **Will you please support a Cara job seeker at www.caracollective.org/givingtuesday?** Any amount will make a difference to someone building their new beginning. To learn more about Cara Collective, visit www.caracollective.org or feel free to reach out to me!

Thank you for your commitment to access, equity, and opportunity this holiday season. I am so grateful for your help, but more importantly, so are the job seekers at Cara.

Happy holidays!