

SHARE YOUR STORY WITH

# PWI STORYTELLER

## #GIVINGTUESDAY GUIDE

### When is #GivingTuesday?

#GivingTuesday is held annually the Tuesday after Thanksgiving, this year on November 29, 2022. The global celebration runs for 24 hours and begins at midnight local time.

### Why participate in #GivingTuesday

#GivingTuesday offers a number of benefits for your organization. It is an opportunity to raise awareness and fundraising for your organization through engaging new and current donors. People are looking to support a cause on #GivingTuesday, so make sure your organization is the one they chose!

### Why use PWI Storyteller this #GivingTuesday?

This #GivingTuesday try something new with PWI Storyteller. Instead of asking for monetary donations, ask your supporters to share their stories about your organization. PWI Storyteller is an app that crowdsources testimonials about your organization, allowing new audiences to learn about your mission through the lens of a friend.

The Storyteller app uploads video, photo, and text responses from your followers to their social media. It also allows you to use those responses for your own marketing campaigns. PWI Storyteller is a great way this #GivingTuesday to re-engage your current supporters and find new ones!

## HOW TO MAKE PWI STORYTELLER A SUCCESS THIS #GIVINGTUESDAY



1

### Strategize & set a specific goal

Rally your current supporters to advocate for your cause this #GivingTuesday via PWI Storyteller. We recommend setting a specific goal for how many supporters you wish to receive testimonials from. For example, your goal could be this #GivingTuesday to get 100 testimonials.

We're here to help you succeed. Strategize with a PWI Nonprofit Coordinator by [setting up a call](#) or sending an email to [nonprofit@projectworldimpact.com](mailto:nonprofit@projectworldimpact.com).

2

### Create your campaign

You can create your #GivingTuesday Storyteller campaign by going to your [PWI Storyteller Dashboard](#) and creating a new #GivingTuesday topic. From there, you can create questions for your supporters to answer, view testimonials, and embed Storyteller into your website.

3

### Share with your audience

Find your organizations new marketers by sharing about PWI Storyteller via email and storyteller. We recommend starting promotion as early as October to engage your supporters in the #GivingTuesday movement. We've got you covered with [pre-written email templates](#) and [social media images](#) to make your #GivingTuesday promotion a success. Check out all of our PWI Storyteller resources here: <https://storyteller.projectworldimpact.com/dashboard>