



GIVINGTUESDAY

**HELP MAKE  
GENEROSITY GO VIRAL**

November 28, 2023



## About GivingTuesday

Created in 2012 as a day to do good, GivingTuesday has grown into a year-round **global generosity movement**. From global brands to small businesses, from celebrities to everyday grassroots givers, people will come together in a variety of ways to celebrate generosity, give back, and show kindness on **[November 28, 2023 for GivingTuesday](#)**. It's about ordinary people working together to change the world. Help us inspire a wave of good by using your voice to help spread generosity.

## About PALS SkyHope

At PALS SkyHope our mission is to provide free flights for medical patients and veterans that require diagnosis, treatment and rehabilitation. PALS flights ensure those in need of medical treatment in rural areas and/or low-income households can access healthcare regardless of location or cost. As a growing community we can eliminate transportation barriers together!

Here's the link to our Giving Tuesday page:

<https://palservices.org/2023-palsskyhope-giving-tuesday/>

## How to Participate

We believe that all acts of generosity help shape the world we want to live in, so there are no rules for how to participate in GivingTuesday. Every single act of generosity counts and we encourage you to be creative! Pick an issue and give back in any way that's meaningful to you. Here are some ideas:

- Create content that inspires and helps your fans get ready for GivingTuesday, or post our ready-made content. See below for inspiration and assets you can use.
- Run a fundraiser for us using Instagram Stickers or Facebook's fundraising tools.
- Go live on Instagram and collect donations ([how-to](#))
- Match your followers' donations to our organization. ([example](#))
- Add our link to your bio



## Add GivingTuesday to your calendar!

### Social Media Direction + Content

Here are some ideas for what to post on your channels to help get your fans excited and inspired to give on GivingTuesday. We also encourage you to **create your own content and tell your giving story**. You know what will inspire your fans to take action and give. We'd love for you to post across channels to reach as many people as possible.

Note that these [assets are available to download via Canva](#).

### Links to Use

- Get ideas for how to give: <https://givingtuesday.org/ideas>
- Grab our social posts in Canva:  
[https://www.canva.com/design/DAFxnzCUyxM/SICGXmHIsUKyhux\\_RUdAYQ/edit](https://www.canva.com/design/DAFxnzCUyxM/SICGXmHIsUKyhux_RUdAYQ/edit)

### Tagging + Hashtags

- Hashtag: #GivingTuesdayPALSSkyHope
  - In addition, you can include commonly used hashtags like #GivingTuesday #givingback #volunteering #causes #inspiration
- Tag @GivingTuesday and PALS tags below on social media so they can share and help amplify our mission even further.
  - Instagram: @palsskyhope @GivingTuesday
  - Twitter: @PALServices @GivingTuesday
  - Facebook: @PatientAirliftServices @GivingTuesday

### Sample Messages + Ideas

#### TikTok or Reels

- Make a video that speaks from the heart about how important our mission is to you.
- Kick off a challenge: for everyone of your followers who posts using the hashtag #GivingTuesday, do something silly or give a certain amount of money to a cause



## Instagram Stories

*If possible use “swipe up” and link to our website.*

Share how you're giving and ask your followers to do the same using [these templates](#).

## Twitter

- I'm showing my support for @Palservices this Nov 28th for #GivingTuesday. Let's come together to support our communities around the world.
- I'm proud to stand with people around the world in raising awareness & support for nonprofits and people who are helping communities. Join me giving to @Palservices for #GivingTuesday
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday:

## Facebook/Instagram/LinkedIn

- I'm joining forces with @palsskyhope @PatientAirliftServices, along with people and organizations in nearly every country for #GivingTuesday—a global day of giving and unity that will take place on Nov 28, 2023. PALS SkyHope seeks to eliminate transportation barriers to care by providing free flights. Transportation is a basic but necessary step for ongoing healthcare and medical access. PALS believes that proper medical care should be a basic human right, regardless of income or zip code, and strives to ensure that all families can access the treatment and support they need.