

GIVING
TUESDAY



SCOPE GivingTuesday Starter Kit

Everything you need to
#SupportSCOPE for #GivingTuesday

Why #GivingTuesday and SCOPE?

#GivingTuesday is a global day of giving, fueled by the power of social media and collaboration.

Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events of Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable giving season, when many focus on their holiday and end-of-year philanthropy. One of the best ways for you to get involved is through your own network, community, and camp!

We as a community have the opportunity to show we are dedicated to sharing the gift of summer camp with deserving children all across the country and GivingTuesday marks the launch of our End of Year Giving Campaign to help make camp possible for ALL children!

When is #GivingTuesday?

GivingTuesday is November 30, 2021!



What Can I/We Do on #GivingTuesday to #SupportSCOPE?

By sharing the message of #GivingTuesday and engaging your networks in giving back to SCOPE you give SCOPE campers opportunities to break out of their shell, grow, and be themselves at summer camp... and beyond!

- [Create a Fundraising Page](#)
- [Instastory Bingo Boards](#)
- [Take the What Camp Means to Me Insta Challenge](#)
- [Smile with a Supporter Sign](#)
- [Show Your Support for SCOPE with Social Media Posts](#)
- [Add a SCOPE Donation Sticker to Your Instastory](#)
- [Create a Facebook Fundraiser](#)
- [Shop to #SupportSCOPE](#)

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INSTASTORY BINGO BOARDS

Use your Instagram community to engage them with your Instastory and add your Venmo username for people to give. Tag @SupportSCOPE #SupportSCOPE. *Click on each board to download!*

When your friend sends you money, add their social media handle in the square

When all squares are full, donate all the money to SCOPE at <https://scopeusa.org/donate>

Sell out one board – add a second to motivate others to get involved too!

Help me fill my bingo board to raise money for @SupportSCOPE and give the gift of summer camp!



\$2	\$4	\$6
\$5		\$3
\$6	\$8	\$5

VENMO: _____

#SUPPORTSCOPE
VENMO BINGO

\$1	\$8	\$2	\$9	\$9
\$10	\$2	\$7	\$3	\$6
\$3	\$6	#SUPPORTSCOPE	\$9	\$8
\$7	\$5	\$1	\$4	\$10
\$5	\$4	\$7	\$6	\$8


VENMO: _____

#SUPPORTSCOPE
VENMO BINGO

\$15	\$25	\$20
\$20		\$15
\$15	\$25	\$10

VENMO: _____



#SUPPORTSCOPE
VENMO BINGO

VENMO: _____

\$1	\$8	\$2	\$9	\$9
\$10	\$2	\$7	\$3	\$6
\$3	\$6		\$9	\$8
\$7	\$5	\$1	\$4	\$10
\$5	\$4	\$7	\$6	\$8

TAKE THE WHAT CAMP MEANS TO ME INSTA CHALLENGE

Take the Instagram Challenge and share why you love camp while raising awareness and contributions for SCOPE. Be sure to tag at least 3 friends to take the challenge too! Don't forget to tag us @SupportSCOPE #SupportSCOPE

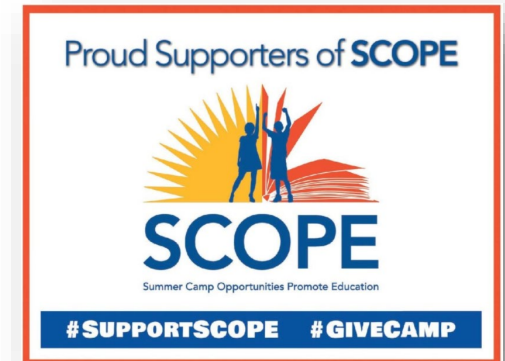
[View all templates](#)



SMILE WITH A SUPPORTER SIGN

Grab some glitter and create your own sign to show your love of SCOPE's mission. You can also print the signs below. Snap a photo and post it on social media – be sure to tag @SupportSCOPE and #supportSCOPE to spread the love!

Click on each image to download the sign.



SHOW YOUR SUPPORT FOR SCOPE WITH SOCIAL MEDIA POSTS

Create fun and engaging posts, videos and stories to raise funds and awareness for SCOPE!

Basic text you can share/edit:

Join us to #SupportSCOPE this #GivingTuesday by helping to give the gift of summer camp! Your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support!

<https://scopeusa.org/donate>

Be sure to tag your posts with @SupportSCOPE and #SupportSCOPE

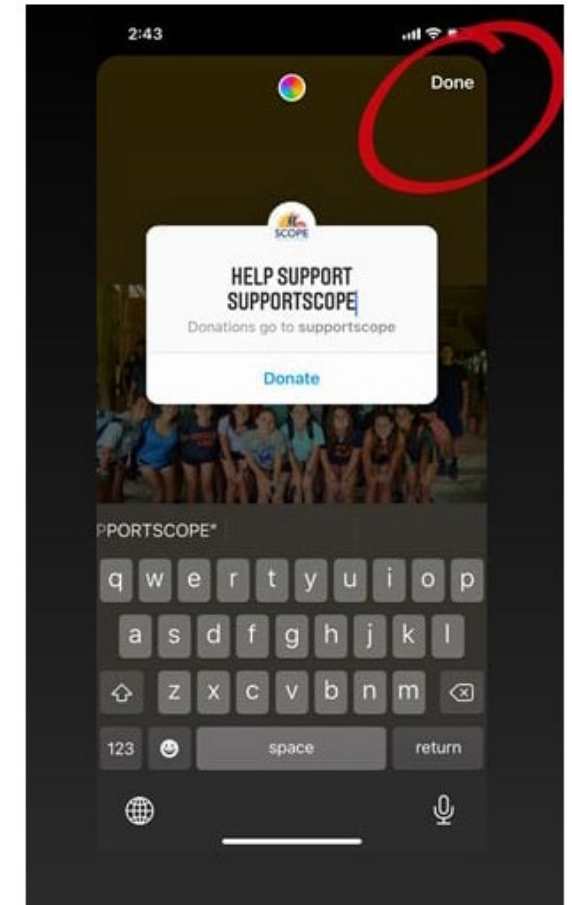
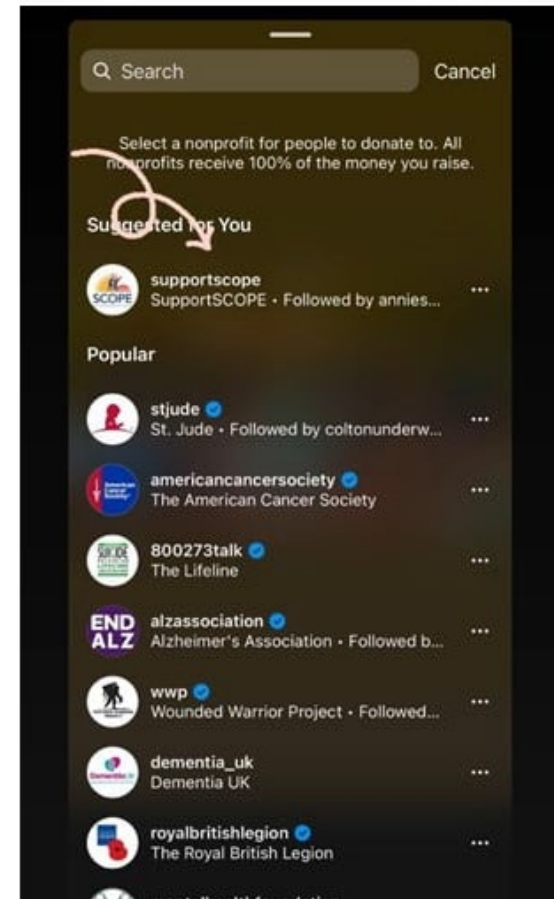
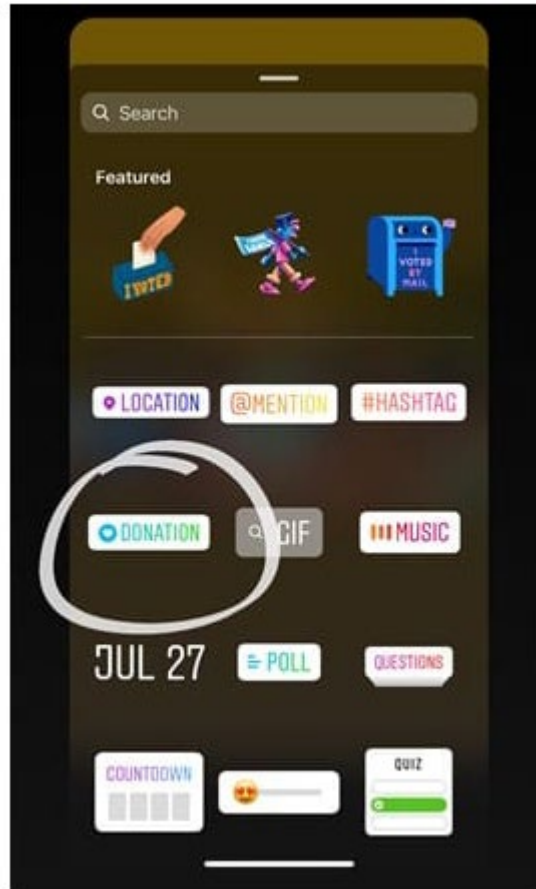
Add the Donation Button for giving ability!

View sample text you can share about SCOPE



ADD A SCOPE DONATION STICKER TO YOUR INSTASTORY

Add a SCOPE Donation Sticker to Your Instastory in four easy steps!
Be sure to tag @SupportSCOPE #supportSCOPE



CREATE A FACEBOOK FUNDRAISER

- On your computer, login to Facebook.
- On the left, click Fundraisers. Tip: If you don't see Fundraisers, then click See more.
- On the left, click Raise money.
- Click Nonprofit, then click on the "Select Nonprofit" button
- Type into the search bar "SCOPE – Summer Camp Opportunities Promote Education" and click select.
- On the left, enter the amount of money you want to set as your goal and add fundraiser details
- Click Create.
- You'll see a screen pop up where you can invite your friends to donate to your fundraiser, share your fundraiser in your news feed, or donate to the fundraiser yourself.



Jordyn's Bat Mitzvah Project for SCOPE-Summer Camp Opportunities Promote...

Fundraiser for SCOPE-Summer Camp Opportunities Promote Education by Lauren Amoroso and Josh Amoroso

\$2,462 raised of \$1,500

Ended

SCOPE Birthday Fundraiser

Fundraiser for SCOPE-Summer Camp Opportunities Promote Education by Amanda Field Krasnoff

\$411 raised of \$150

Ended



Help Max's birthday fundraiser

Fundraiser for SCOPE-Summer Camp Opportunities Promote Education by Max Grossman

\$1,233 raised of \$1,200

Ended

Get started

SHOP TO #SUPPORTSCOPE

Shop for yourself, your family, camp, or company and #SupportSCOPE! Some of our Shop4SCOPE partners include:



Start Shopping



Purchase limited-edition SCOPE vintage t-shirts and legacy canvas hats and help spread the word about SCOPE at the same time!

Order SCOPE Merch



Helpful Tips!

- Support for SCOPE means giving your time, money, efforts and ability to raise awareness
- Educate people who don't know about SCOPE within your community (ex: teachers, co-workers, friends, family, neighbors)
- Be sure to promote your efforts early, before GivingTuesday
- Try reaching out to your camp relationships, owners/directors and alumni so they can re-share your efforts with a larger audience
- Ask your company about matching gifts or consider donating stocks
- Brainstorm 5 people you could ask to support SCOPE on GivingTuesday
- Create a fundraising page: <https://www.justgiving.com/campaign/supportSCOPE>
- Make a personal gift on SCOPE's donation page: <https://scopeusa.org/donate>



@SupportSCOPE #SupportSCOPE
<https://scopeusa.org>

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THANK YOU!

We are beyond grateful for your efforts and enthusiasm to #SupportSCOPE and help us #GiveCamp today, tomorrow and well into our future!

- SCOPE was established for one simple reason, to provide summer camp opportunities to ALL children, regardless of socio-economic background. Children who receive SCOPE camperships gain access to attend overnight summer camp throughout the United States, free of cost to their family.
- Camp teaches life skills that encourage children to reach their potential long after summer camp has ended. 100% of the children receiving SCOPE camperships commit to staying in school.

Learn more about our impact