



**Giving Tuesday** Tuesday,  
November 28, 2023

**Event Overview:** [Emerge](#) will host a dedicated day of giving on Tuesday, November 28, also known as Giving Tuesday. Offering a donation match incentive helps promote generous individual contributions, ultimately enabling Emerge to provide more service to families in our community.

**Goals:** Emerge hopes to utilize the notoriety of Giving Tuesday paired with a gift matching incentive to encourage first time donors to contribute and entice current supporters to make additional gifts.

### **Sponsorship Opportunities**

#### **\$5,000 Level – Challenge Match**

- “Why We Support” video from company representative to be featured in digital appeal, social media, and Giving Tuesday webpage
- Company logo included on mailed donor appeal advertising match – approximately 2,200+ households
- Digital communication sent to 13,000+ contacts promoting Giving Tuesday including “Why We Support” video from company match representative
- Social media spotlight (Emerge has 5,300+ [Facebook](#) friends and 1,600+ [Instagram](#) followers)
- Dedicated [LinkedIn](#) post thanking sponsors (Emerge has 700+ followers)
- Dedicated Giving Tuesday webpage with sponsoring company’s logo
- Logo on post event report out celebrating results
- Company logo included in Emerge’s monthly Parent Newsletter pre- and post-event (700+ families)

#### **\$2,500 Level – Challenge Match**

- Company logo included on mailed donor appeal advertising match – approximately 2,200+ households
- Digital communication sent to 13,000 + contacts
- Social media spotlight (Emerge has 5,300+ [Facebook](#) friends and 1,600+ [Instagram](#) followers)
- Dedicated [LinkedIn](#) post thanking sponsors (Emerge has 700+ followers)
- Dedicated Giving Tuesday webpage with sponsoring company’s logo
- Logo on post event report out celebrating results
- Company logo included in Emerge’s Monthly Parent Newsletter pre- and post-event (700+ families)

#### **Social Media Highlights from Emerge’s 2021 Giving Tuesday Campaign – Facebook & Instagram**

Reach	<b>40,313</b>
Impressions	<b>125,264</b>
Link Clicks	<b>791</b>
Post Engagement	<b>856</b>

Levels listed above provide a sampling of what Emerge has to offer. Please contact Ashley McDermott ([amcdermott@emergela.org](mailto:amcdermott@emergela.org)) to learn more about these offerings and customizable opportunities.

**Sponsorship deadline to be included in all print pieces is October 15, 2023**

As of 1/18/2023