SMPS Foundation Charitable Giving Promotional Toolkit

**Link to collateral for Charitable Giving Toolkit on MySMPS:**[**https://my.smps.org/viewdocument/2020-charitable-giving-promotional?CommunityKey=b9df1a8c-0076-4e0f-a9d1-c45a3bb296f9&tab=librarydocuments**](https://my.smps.org/viewdocument/2020-charitable-giving-promotional?CommunityKey=b9df1a8c-0076-4e0f-a9d1-c45a3bb296f9&tab=librarydocuments)

**SMPS Foundation Twitter Handle to tag in your posts:**

@SMPSFound

**SMPS Foundation Donation URL to link to:**   
<https://www.smps.org/about/smps-foundation/donate> or  
<http://www.smps.org/donate> (shortened link)

**Messaging:**

*\*SMPS asks that you post these messages to your chapter’s social media, website, and in your e-Newsletter. Posts by individuals are also greatly appreciated.*

**1. Save the Date for GivingTuesday: Post November 20–30, 2020**

Join us as we save the date -- December 1, 2020 -- and add GivingTuesday to our calendars. Let's create a wave of generosity around the world (and support future research with the SMPS Foundation): [www.smps.org/donate](http://www.smps.org/donate) #GivingTuesday #SupportSMPSFound

Can we count on your support of future industry research with the SMPS Foundation on GivingTuesday, December 1? [www.smps.org/donate](http://www.smps.org/donate) #GivingTuesday #SupportSMPSFound

***Save the Date GivingTuesday images provided along with SMPS Foundation logo.*  
  
  
2. GivingTuesday: Post on December 1, 2020 only**

Show your support: Today is GivingTuesday and we’d love for you to remember the SMPS Foundation. We owe our success to volunteers and donors like you. Celebrate this day by showing your support for future research initiatives that help you, your firm, and the A/E/C industries: [www.smps.org/donate](http://www.smps.org/donate) #GivingTuesday #SupportSMPSFound

Today is GivingTuesday: We’d love for you to remember the SMPS Foundation. We owe our success to volunteers and donors like you. Show your support for future research initiatives that help you, your firm, and the A/E/C industries. Give back: [www.smps.org/donate](http://www.smps.org/donate) #GivingTuesday #SupportSMPSFound

On this #GivingTuesday, please share why you support SMPS Foundation research. #MyGivingTuedayStory #SupportSMPSFound Thank you for your support!

SMPSers: help us support future industry research today on #GivingTuesday. Be part of the global giving movement: [www.smps.org/donate](http://www.smps.org/donate) Thank you! #SupportSMPSFound

Hashtags- #MyGivingTuesdayStory #GivingTuesday #SupportSMPSFound #GiveBackToTheProfession #SupportFutureResearch

***GivingTuesday images provided along with SMPS Foundation logo.***

**3. Year-End Giving: *Post from December 3*–*31, 2020***

It's that time of year: Please remember the SMPS Foundation in your year-end charitable giving if you are able. Show your support for research initiatives that help you, your firm, and the #AEC industries. Give back today: [www.smps.org/donate](http://www.smps.org/donate)

Help the SMPS Foundation advance the profession by developing research that supports members and their #AEC firms in increasing their knowledge and skills. If you’re able, make a tax-deductible donation today. Donate today: [www.smps.org/donate](http://www.smps.org/donate)

Finalizing your year-end giving plan? Don't forget to support future research for the SMPS Foundation. Donate by December 31: [www.smps.org/donate](http://www.smps.org/donate)

It's that time of year: Please remember the SMPS Foundation in your year-end charitable giving. Show your support for research initiatives that help you, your firm, the profession, and the #AEC industries. Give back today: [www.smps.org/donate](http://www.smps.org/donate)

Making an end-of-year tax deductible gift? Support the SMPS Foundation in conducting research that helps members and their #AEC firms: [www.smps.org/donate](http://www.smps.org/donate)

Hashtags- #SupportSMPSFound #GiveBackToTheProfession #SupportFutureResearch

***Support Future Research image provided along with SMPS Foundation logo.***

**4. AmazonSmile: Post year-round but especially during key shopping times.**

Consider designating the Society for Marketing Professional Services Foundation as your charity of choice when shopping on @amazonsmile. The foundation receives a portion of the price of your eligible AmazonSmile purchases as a donation. Get started today: <https://smile.amazon.com/ref=smi_se_dshb_bk_smi>

When you shop @amazonsmile, Amazon will make a donation to the Society for Marketing Professional Services Foundation. Sign up today: [ow.ly/11wC50zY71T](https://t.co/VIuJxQxJWQ) Thank you for your support!

***AmazonSmile logo and image provided along with SMPS Foundation logo.***

**Tips to Maximize Donations:**

* Ask your employer to match a donation
* Host a chapter fundraiser event
  + Donate part of your proceeds from a chapter event to the foundation
  + Have a box/jar onsite at your next chapter event for donations
* Create a social media fundraiser
* Include the posts/images above in your e-Newsletter and on your social media