



#GIVINGTUESDAY™

Let's #give2svots on November 29, 2016

Thank you for joining our #GivingTuesday team!

This year, an anonymous supporter has challenged us to **raise \$60,000** on #GivingTuesday—and if we do, **every penny will be matched. Let's #give2svots!**

When you **#give2svots you give twice!** Not only will you be helping us educate future bishops, priests, monastics, and lay leaders—for your parishes and the wider Church—but you'll also be giving hope and a future to orphans in Guatemala.

Because we believe in giving, we'll be tithing 10% of whatever we raise on #GivingTuesday. This year's recipient? IEIRA, an online university in Guatemala that will give hope and a future through higher education to the Orthodox Christian youth of Hogar Rafael Ayau and San Miguel de Lago orphanages, which are under the auspices of Holy Trinity Monastery and its abbess, Madre Inés.

What you can do: St. Vladimir's is supported by people like you, who believe that the world needs Jesus Christ. Our Toolkit will guide you right up to November 29th!

- What's our challenge?.....#give2svots
- Be a star!.....on social media
- Get your parish on board!.....bulletin blurbs
- Rally your troops.....host an event
- Serving coffee.....parish coffee hour essentials
- Got #GivingTuesday questions?.....we've got answers

Our Challenge?

Between 12 am – 11:59 pm EST on Tuesday, November 29, **we'll be working to beat last year's goal and raise over \$60,000 in matching funds!** On our campus, staff, seminarians, and local friends will man the phones from 8 am – 12 midnight EST to accept donations, spread the word, and blast out updates throughout the day.

Your gift will be **doubled** on #GivingTuesday if you:

- Make a gift online between 12 am – 11:59 pm EST at <https://support.svots.edu>
- Give over the phone — we'll be here at 914-961-8313 x317 between 8 am and 11:59 pm
- Mail us your check dated November 29 to St. Vladimir's Seminary / 575 Scarsdale Rd / Yonkers, NY, 10707 (Please write "#GivingTuesday" on the memo line!)

We have one day, and **one day only** to make it count— twice! ! **You can help by:**

- Making a gift online, calling us, or mailing a check dated November 29
- Spreading the word to your friends and family
- Following us on Twitter @stvlads for #give2svots updates
- Liking us on Facebook.com/SVOTS
- Sharing our Instagram pics (we're @stvladimirs)
- Downloading our #GivingTuesday images for your work, school, parish

Follow our progress on (and after) November 29:

On November 29, we'll share our progress throughout the day, and after November 29, we'll report back at <http://www.svots.edu/givingtuesday> to tell you how we did!

Be a Star!

Twitter – *Leading up to November 29:*

- I want to make a gift that counts! Let's #give2svots on #GivingTuesday Nov 29 @stvlads bit.ly/give2svots
- #GivingTuesday proves the holidays can be about both giving & giving back. Join @stvlads on Nov 29 at bit.ly/give2svots
- I'm in! Will you #give2svots for @stvlads Nov 29? #GivingTuesday bit.ly/give2svots
- Help @stvlads raise a \$60K match on #GivingTuesday! #give2svots
- Join me and give to @stvlads on Nov 29. #GivingTuesday #give2svots
- I'm supporting @stvlads on #GivingTuesday because... bit.ly/give2svots
- Will you make your donation on 11/29 to @stvlads? #give2svots
- 24 hours. \$60K matching dollars. Help @stvlads reach the goal! #givingtuesday #give2svots
- Give to @stvlads on Nov 29, and help seminarians in New York AND Orthodox youth in Guatemala. #give2svots bit.ly/give2svots

Twitter – *On November 29:*

- Let's do this! Donate to @stvlads today, and watch your dollars go twice as far! bit.ly/give2svots #GivingTuesday
- #give2svots TODAY! Donate to @stvlads and watch your dollars go twice as far! bit.ly/give2svots #GivingTuesday
- Let's #give2svots! I support @stvlads and Orthodox youth in Guatemala this #GivingTuesday bit.ly/give2svots
- Today is #GivingTuesday and every penny counts! Let's raise a \$60K match in 24 hrs for SVOTS seminarians and Guatemalan orphans bit.ly/give2svots
- Gifts to @stvlads today will help SVOTS seminarians and Orthodox youth in Guatemala! Give 2x on #GivingTuesday bit.ly/give2svots

Facebook

- Help St. Vladimir's raise \$60,000 on #GivingTuesday, and every penny will be matched! Invest in seminarians—secure our Church's future! 10%, a tithe, will go to university scholarships for orphans in Guatemala. bit.ly/give2svots
- This holiday season, make your gift to St. Vladimir's Seminary go twice as far! All gifts made on Nov 29, #GivingTuesday, will be matched, up to \$60K!

Parish Bulletin Blurbs

Choose a blurb about #GivingTuesday at St. Vladimir's Seminary to include in your parish bulletin or newsletter:

Pay it forward with St. Vladimir's Seminary's #GivingTuesday

On **November 29, #GivingTuesday**, please consider giving to St. Vladimir's Seminary: it's a chance to **double** your donation to seminarians through a matching challenge *and* to aid Orthodox youth in Guatemala. A generous anonymous donor has challenged friends of St. Vladimir's to raise \$60,000 in 24 hours—and if the goal is reached, that donor will give an *additional* \$60,000! St. Vladimir's will then donate 10% of your gift to IEIRA, an online university in Guatemala that can give hope and a future to Orthodox youth from Hogar Rafael Ayau and San Miguel de Lago orphanages. **Go to www.svots.edu to #give2svots!**

On #GivingTuesday, give to seminarians in NY—and youth in Guatemala

Donate to seminarians living in New York *and* to Orthodox Christian orphans in Guatemala. When you donate any amount that day to **St. Vladimir's Seminary on #GivingTuesday, November 29**, not only will your gift be multiplied 2x by a donor, but 10% of your gift will be given to IEIRA, an online university in Guatemala that can give hope and a future to Orthodox youth from Hogar Rafael Ayau and San Miguel de Lago orphanages. If you give \$10 on November 29, it will become \$20 automatically, and you'll be helping seminarians around the globe as they prepare to serve our Church. **Go to www.svots.edu to #give2svots!**

#GivingTuesday at St. Vladimir's Will Double Your Money

We know about Black Friday and Cyber Monday: huge shopping days! But **#GivingTuesday, November 29**, allows us to donate to our favorite charity. Please consider St. Vladimir's Seminary that day: whatever amount you donate, a generous benefactor will match, up to \$60,000! And, the seminary will donate 10% your gift to IEIRA, an online university in Guatemala that can give hope and a future to Orthodox youth from Hogar Rafael Ayau and San Miguel de Lago orphanages. **Go to www.svots.edu to learn more! Let's #give2svots!**

Rally Your Troops!

We've come up with a few ideas to host your own #GivingTuesday event for St. Vladimir's. Take your pick or create your own — you know what you can do!

- **Sponsor a coffee hour for SVOTS:** Prepare a spread for your parish family and friends in honor of St. Vladimir's. Download our materials on <http://www.svots.edu/givingtuesday> to put on tables and bulletin boards, and tell people why you're sponsoring the coffee hour. Put a donation basket out and let everyone know that their gift, no matter how large or small, will help 2 great causes.

Take it a step further by taking **photos of your coffee hour** and sending them to advancement@svots.edu. We'll share your bright and smiling faces with the world on November 29!

- **Party with a purpose:** Host a gathering and tell everyone to bring holiday messages for the seminarians at St. Vladimir's and the Orthodox students at IEIRA university and orphans at Hogar Rafael Ayau and San Miguel de Lago. Fill out holiday cards, and send all of your cards (and the donations collected at the party) to us for November 29. We'll share the notes with seminarians in New York and our Guatemalan friends.
- **Walk/run/bike/hop for SVOTS:** Get sponsors and pledges — per step, per mile, etc. — and send your collected pledges to us on November 29. We'd love to see you doing your thing for SVOTS, so don't forget to line up a photographer for the finish line!

Have a question or need stuff? We can provide materials and resources aplenty — give us a call at 914-961-8313 x317!

Serve Coffee!

With the permission from your parish priest, you make the coffee and we'll help you with the other stuff! Here's a checklist for hosting a coffee hour to benefit SVOTS on #GivingTuesday:

- **Choose any Sunday** before November 29, 2016—November 20 or November 27 are natural choices.
- **Print copies of our #GivingTuesday flyer and announcement letter** from our website and place them on tables in your parish fellowship hall.
- Load www.svots.edu/givingtuesday on your laptop and set up a table where parishioners can read more and view pictures.
- Put out a **donation basket**.
- **Make a brief announcement** at the coffee hour. Let everyone know what #GivingTuesday is, when it is, and why you're involved. Mention the \$60,000 matching challenge, and the 10% tithe to IEIRA university in Guatemala. Ask everyone to consider donating, either that day, or by making a gift online on November 29 at www.svots.edu.
- To count toward #GivingTuesday, checks should be dated November 29, 2016 (please write "#GivingTuesday" on the memo line!). Any donations collected at your coffee hour can be mailed to St. Vladimir's Seminary, 575 Scarsdale Rd, Yonkers, NY, 10707.
- **Take a photo** of your parish at your #GivingTuesday coffee hour and send it to advancement@svots.edu. We'll share it with the world!

Thank you for spreading the word and getting your parish involved!

#GivingTuesday Questions or Suggestions?

We're so thrilled that you're part of #GivingTuesday! We'll never forget that you're supporting us in this way.

If you have any **questions or suggestions**, we're here to listen!

Your contact for any and all #GivingTuesday questions is:

Sharon Ross
Director for Institutional Advancement (and #GivingTuesday Enthusiast!)
sross@svots.edu
(914) 961-8313 x317

Thanks—let's **#give2svots!**