



#GI ING TUESDAY™

Let's **#give2svots** on November 28, 2017

Thank you for joining our #GivingTuesday team!

This year, an anonymous supporter has challenged us to **raise \$50,000** on #GivingTuesday—and if we do, **every penny will be matched. Let's #give2svots!**

When you **#give2svots, you give twice!** Because we believe in giving, we'll be tithing 10% of whatever we raise on #GivingTuesday to another non-profit organization. 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 [Pro Vita Association for the Born and Unborn](#) in Romania, a non-profit and apolitical organization that provides healthcare and education to family members in need. Through such support Pro Vita encourages the well being of family units being torn apart by economic stress, and often prevents the heartbreaking decision by a desperate mother to abort her unborn child.

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 28th!

- What's our challenge?.....#give2svots
- Be a star!.....social media blurbs
- Parish Bulletin Blurbs.....enthuse your parish
- Rally your troops.....host an event
- Serving coffee.....special parish coffee hour
- Got #GivingTuesday questions?.....we've got answers

Our Challenge?

Between 12 am – 11:59 pm EST on Tuesday, November 28, **we'll be working to raise over \$50,000 in matching funds!** On our campus, staff, seminarians, and local friends will be on 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 www.svots.edu/support/gt
- 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 28** 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 28
- 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 28:

On November 28, we'll share our progress throughout the day, and after November 28, we'll report back at <http://www.svots.edu/givingtuesday> to tell you how we did!

Be a Star!

Twitter – *Leading up to November 28:*

- I want to make a gift that counts! Let's #give2svots on #GivingTuesday Nov 28 @stvlads bit.ly/give2svots
- #GivingTuesday proves the holidays can be about both giving & giving back. Join @stvlads on Nov 28 at bit.ly/give2svots
- I'm in! Will you #give2svots for @stvlads Nov 28? #GivingTuesday bit.ly/give2svots
- Help @stvlads raise a \$50K match on #GivingTuesday! #give2svots
- Join me and give to @stvlads on Nov 28. #GivingTuesday #give2svots
- I'm supporting @stvlads on #GivingTuesday because... bit.ly/give2svots
- Will you make your donation on 11/28 to @stvlads? #give2svots
- 24 hours. \$50K matching dollars. Help @stvlads reach the goal! #givingtuesday #give2svots
- Give to @stvlads on Nov 28, and help seminarians, and Pro Vita Association for the Born and Unborn in Romania. bit.ly/give2svots

Twitter – *On November 28:*

- 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 students and Pro Vita Association for the Born and Unborn in Romania on #GivingTuesday bit.ly/give2svots
- Every cent counts on #GivingTuesday! Let's match \$50K in 24 hrs for seminarians and Pro Vita Association for the Born and Unborn in Romania. bit.ly/give2svots
- Gifts to @stvlads today will help seminarians and Pro Vita Association for the Born and Unborn in Romania. #GivingTuesday: give 2x! bit.ly/give2svots

Facebook

- Help St. Vladimir's raise \$50,000 on #GivingTuesday, and every cent will be matched! Invest in seminarians—secure our Church's future! 10%, a tithe, will go to Pro Vita Association for the Born and Unborn in Romania. bit.ly/give2svots
- This holiday season, make your gift to St. Vladimir's Seminary go twice as far! All gifts made on Nov 28, #GivingTuesday, will be matched, up to \$50K!

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 28**, #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 Pro Vita Association for the Born and Unborn in Romania. A generous anonymous donor has challenged friends of St. Vladimir's to raise \$50,000 in 24 hours—and if the goal is reached, that donor will give an *additional* \$50,000! St. Vladimir's will then donate 10% of your gift to Pro Vita Association for the Born and Unborn in Romania, a non-profit and apolitical organization that provides healthcare and education to family members in need. Through such support, Pro Vita encourages the well being of family units being torn apart by economic stress, and often prevents the heartbreaking decision by a desperate mother to abort her unborn child. **Go to www.svots.edu/givingtuesday to #give2svots!**

On #GivingTuesday, give to seminarians in NY—and families in Romania

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 28**, not only will your gift be multiplied 2x by a donor, but 10% of your gift will be given Pro Vita Association for the Born and Unborn in Romania, a non-profit and apolitical organization that provides healthcare and education to family members in need. Through such support Pro Vita encourages the well being of family units being torn apart by economic stress, and often prevents the heartbreaking decision by a desperate mother to abort her unborn child. If you give \$10 on November 28, 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/givingtuesday 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 28**, 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 \$50,000! And, the seminary will donate 10% your gift to Pro Vita Association for the Born and Unborn in Romania, a non-profit and apolitical organization that provides healthcare and education to family members in need. Through such support Pro Vita encourages the well being of family units being torn apart by economic stress, and often prevents the heartbreaking decision by a desperate mother to abort her unborn child.. **Go to www.svots.edu/givingtuesday 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 givingtuesday@svots.edu. We'll share your bright and smiling faces with the world on November 28!
- **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 (and the donations collected at the party) to us for November 28. We'll share the notes with seminarians in New York and our Romanian 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 28. 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 x363!

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 28, 2017—November 19 or November 26 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 \$50,000 matching challenge, and the 10% tithe to Pro Vita Association for the Born and Unborn in Romania, a non-profit and apolitical organization that provides healthcare and education to family members in need. (Through such support Pro Vita encourages the well being of family units being torn apart by economic stress, and often prevents the heartbreaking decision by a desperate mother to abort her unborn child.) Ask everyone to consider donating, either that day, or by making a gift online on November 28 at <http://www.svots.edu/givingtuesday>.

To count toward #GivingTuesday, checks should be dated November 28, 2017 (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 #givingtuesday@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 #GivingTuesday questions pertaining to these suggestions is:

Deborah Belonick
Director for Institutional and Advancement Communications (and #GivingTuesday Enthusiast!)
givingtuesday@svots.edu
(914) 961–8313 x363

Thanks—let’s **#give2svots!**