



Give a little.

Give a lot.

Let *God's Love* flow through *You*.



Giving Tuesday is a global day of giving fueled by the power of social media and collaboration. While many people are focused on their holiday and end of the year giving, it helps kick off the charitable season. This event is celebrated on the Tuesday following Thanksgiving and the shopping events of Black Friday and Cyber Monday.

Last year, the LWML launched its first *Giving Tuesday* campaign. *Giving Tuesday* is an opportunity to build awareness of LWML and our mission grant support to the online community and reach new supporters. Last year, we used Facebook and Twitter to share information and encourage online donations, and raised \$7,140 in one day! We would like to build on that success and involve more LWML women in spreading the word.

This year, we have received a matching grant of up to \$10,000, so your impact is doubled.

How can you help?

- Continue to pray for our mission grants. Pray that the mission of LWML is shared with more people through events like Giving Tuesday.
- Publicize the event ahead of time through newsletters, press releases, bulletin inserts and website posting.
- Share our special mission-focused Facebook posts on Giving Tuesday, November 29, 2016.
- Encourage friends, who may not know about LWML, to support our outreach and mission grants with their donations.
- Make an online donation on Giving Tuesday, November 29, 2016. Each donation will be matched up to \$10,000.00.

Visit our website at www.lwml.org/givingtuesday to learn more about *Giving Tuesday* and the LWML Mission Grants.



Lutheran Women in Mission

#GIVINGTUESDAY

