What Is Giving Tuesday?

GIVING TUESDAY IS A GLOBAL DAY OF GIVING THAT ENCOURAGES PEOPLE TO GIVE BACK IN WHATEVER WAYS THEY CAN. #GIVINGTUESDAY IS HELD EACH YEAR ON THE TUESDAY FOLLOWING THANKSGIVING, DIRECTLY AFTER THREE MAJOR SHOPPING DAYS: BLACK FRIDAY, SMALL BUSINESS SATURDAY AND CYBER MONDAY. THIS YEAR, GIVING TUESDAY IS ON NOVEMBER 30, 2021, AND THE CACNA1A FOUNDATION IS PARTICIPATING BY LAUNCHING A SPECIAL #GIVINGTUESDAY CAMPAIGN. JOIN US TO HELP MAKE IT A SUCCESS.

The mission of the CACNA1A Foundation is to fund life-changing research, support CACNA1A families and increase global awareness. #GivingTuesday is an opportunity for individuals and families affected by CACNA1A to share why our mission is so important and what the CACNA1A Foundation means to them. The funds we raise make a critical difference in the development of new, targeted treatments and the advancement of research towards a CURE! Please join us - whether it’s sharing your story or making a donation - because by giving back, you will contribute to a better tomorrow for CACNA1A!
How Do I Get Started?

IT’S SIMPLE! THERE ARE MANY WAYS YOU CAN SUPPORT THE CACNA1A FOUNDATION ON GIVING TUESDAY.

FUNDRAISING PAGES

Share the CACNA1A Foundation’s #GivingTuesday Fundraiser

Starting at 8 am on November 30th, Facebook will support #GivingTuesday by matching 100% of the first $2 million donated and then 10% of all donations for a remaining $6 million. It is first come, first served, so don’t wait! Personalize and begin sharing from our Facebook page the week leading up to #GivingTuesday.

Create your own personal #GivingTuesday Facebook Fundraiser

Follow this link: https://www.facebook.com/fund/cacna1a/ or login to Facebook, go to the CACNA1A Foundation Facebook page, click the “Raise Money” button on the left side of the page and follow the additional instructions below.
Personalize Your Facebook Fundraiser

BY COMPLETING SOME QUICK FACEBOOK FORM FIELDS, YOU CAN FINALIZE YOUR FUNDRAISER IN JUST A FEW MINUTES AND BE READY TO RECEIVE DONATIONS.

Here are some helpful suggestions:

*How much money do you want to raise?*
There is no minimum or maximum to raise!

*When should your fundraiser end?*
Your fundraiser does not have to end on Giving Tuesday. Feel free to continue supporting the CACNA1A Foundation’s mission as long as you would like.

*What is the title of your fundraiser?*
#GivingTuesday for *(your loved one’s name)* & CACNA1A – because it’s close to my heart!

*Why are you raising money?*
This #GivingTuesday, I choose to support the CACNA1A Foundation and a better future for *(your loved one’s name).* The Foundation’s mission is close to my heart because it is working for a better tomorrow for families like mine, who are affected every day by CACNA1A. Your generous donation can help accelerate life-changing research in the development of targeted treatment options and one day, find a CURE! We have so much hope for *(your loved one’s name)*’s future and would appreciate your support.

Don’t forget to upload a photo of your loved one and click “Create” to finalize and launch your fundraiser!
Personalize Your Instagram Fundraiser

DID YOU KNOW THAT INSTAGRAM USERS CAN FUNDRAISE FOR CHARITIES BY ADDING A DONATION STICKER TO THEIR STORY?

Just follow these easy steps:

1. Create a new Story

2. Select a video or image (don’t forget to download #GivingTuesday images at cacna1a.org)

3. Tap the ‘sticker’ icon and select the donation sticker

4. Choose the CACNA1A Foundation as your charity

5. Post your Story and start raising funds!
More Ways to Share!

THERE ARE MANY OTHER WAYS TO ENCOURAGE OTHERS TO HELP ON GIVING TUESDAY USING THE POWER OF SOCIAL MEDIA AND A “CALL TO ACTION” EMAIL.

SOCIAL MEDIA

Download and share official CACNA1A Foundation #GivingTuesday images for Facebook, Instagram & Twitter at www.cacna1a.org/2021-giving-tuesday.

Be sure to use hashtags #Give2CACNA1A and #GivingTuesday.

Sample social media text:

Join me this #GivingTuesday in supporting life-changing research towards a #CURE for CACNA1A by donating to the @cacna1afoundation! Every bit helps and can make a BIG difference! #Give2CACNA1A #GivingTuesday
TAKE AN #UNselfie

The #UNselfie, or the selfless selfie, is a powerful way to show others why you support the CACNA1A Foundation.

How do I #UNselfie?

1. Take a “selfie” with a caption (or have it on a card in the picture) explaining how or why you are supporting the CACNA1A Foundation this year. “I care about CACNA1A because…”

2. Always use the hashtags #Give2CACNA1A, #UNselfie and #GivingTuesday when you post.

3. Post it to Facebook, Instagram and/or Twitter and share with your friends!

4. Tag the @CACNA1AFoundation

5. Have fun! Encourage friends, family, doctors and anyone else you can think of to take an #UNselfie and post!

Print out the page below to use in your #UNselfie!
I give because...
EMAIL A CALL TO ACTION

Sending an email to your family, friends, co-workers, doctors and anyone else you can think of, is a fantastic way to garner support for your #GivingTuesday fundraiser. Encourage your network to support your cause and then share on their social media.

Sample #GivingTuesday Email

Dear [name of recipient],

On Tuesday, November 30, 2021, I am participating in #GivingTuesday, a global movement of generosity and a day dedicated to giving. This year our family will be supporting the CACNA1A Foundation, a family-led non-profit that, with a much-needed sense of urgency, is dedicated to funding life-changing research on CACNA1A mutations, supporting CACNA1A families and raising global awareness of this rare disease.

The mission of the CACNA1A Foundation is close to our hearts because, as you may know, [name of individual affected by CACNA1A] is diagnosed with a CACNA1A variant, which affects him/her every day. Individuals worldwide affected by CACNA1A experience debilitating symptoms like epilepsy, ataxia, hemiplegic migraines and so much more.

It is our family’s goal to raise ($1,000). We are asking for your help in giving [name of individual affected by CACNA1A] and so many others a brighter future by making a donation to the CACNA1A Foundation this #GivingTuesday. Donations from supporters like you can make a BIG difference! Thank you for your support!

Sincerely,

The [your name] Family

BE SURE TO INCLUDE LINKS TO THE CACNA1A FOUNDATION FACEBOOK PAGE AND #GIVINGTUESDAY DONATION SITE.
Have questions or need more guidance?
Email us at info@cacna1a.org