

Holiday Giving Combo Platter

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What do you get when you combine the “12 Days of Christmas” and #GivingTuesday? It might look something like the “5 Weeks of Giving,” courtesy of Volunteers of America Chesapeake (VOAC).

The Lanham, Md.-based organization started the social media campaign on Twitter (@VOAChesapeake) and Facebook on Dec. 3, in addition to a kick-off event Dec. 8 at a local Modell’s sporting goods store featuring players from the Baltimore Ravens and Washington Redskins.

“5 Weeks of Giving” aims to highlight the charity’s programs, events and initiatives with a different theme each day:

- “Motivation Monday” offers a motivational quote meant to inspire and uplift.
- “Text Tuesday” highlights its new Text-to-Donate capability, asking individuals to donate \$5 to \$10 via text to a specific program.
- “Wednesday’s Word” features one of VOAC’s “core values” – caring, respect, faith, quality and trust – heavily driven by the organization’s blog.
- “Thank You Thursday” aims to thank major donors through social media channels and an e-blast to subscribers.
- “Fun Friday” features discussions about non-traditional ways that people can donate to Volunteers of America.
- Saturday is a free day when the organization checks in with followers and potential donors to talk about programs or events where they can volunteer or donate.
- Sunday highlights inspirational tweets and Facebook messages from VOAC’s chaplain, the Rev. Sandra Gray, who’s also facilitator of its in-home prayer service program.

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