

Hello RCNV friends:

This GivingTuesday, December 3, 2019, consider a donation to the Resource Center for Nonviolence.

You can HELP! Create a Facebook fundraiser and share it with your friends on GivingTuesday. Creating a fundraiser is easy and we welcome fundraisers with any goal amount. **See sample text and Step by Step how-to below.**

RCNV's nonviolence and racial equity trainings are transformational! Or give a scholarship for the Selma Cultural Exchange through the SC Gives campaign.

Facebook is contributing up to a \$7 Million match to US nonprofits for GivingTuesday 2019. Starting 5am PST on December 3, 2019 the match will go live, matching dollar for dollar on a first come first serve basis until it hits \$7 million matched.

Thank you for your support!! — Anita, on behalf of RCNV.

-----SAMPLE TEXT to use for a Facebook \$GivingTuesday fundraiser:

This [#GivingTuesday](#) I'm raising money for the Resource Center for Nonviolence, the primary program of the Eschaton Foundation. Your contribution will make an impact, whether you donate \$5 or \$500. On Giving Tuesday Dec. 3, Facebook will match a total of \$7 Million in donations, and will take no admin fees for your donation.

6 Reasons to SUPPORT the Resource Center for Nonviolence, Santa Cruz, CA:

1. We offer TRAINING in NONVIOLENCE: Kingian Nonviolence; Dec. 7- 8. How We Win with longtime trainer George Lakey 2/1/20- two workshops.
2. Support scholarships for our Life-changing SELMA, Alabama Cultural Exchanges- through Santa Cruz Gives- <https://santacruzgives.org/nonprofit/rcnv/>
3. Impactful ART of NONVIOLENCE EXHIBITS: Unapologetically BLACK ART show 12/6 – 2/28/20. 4. RCNV provides low-cost MEETING & EVENT space for the Santa Cruz Community.
5. Give IN MEMORY of RCNV nonviolent activists: Sherry Conable 2/3/19; Cat Steele Heron 5/5/19; Scott Kennedy 11.19.11, Joan Marsh 3.31.17, Barbara Hayes 1.7.17, Bob Fitch 4.26.16, Doug Rand
6. Only 4 part-time staff and many volunteers and interns do all this amazing work!

THANK YOU!!!!

[#nonviolence](#) [#RCNV](#) [#GivingTuesday](#) [#SantaCruzGives](#) [#nonviolenceworks](#) [#community](#) [#justice](#) [#gratitude](#) [#ArtOfNonviolence](#) [#SelmaCulturalExchange](#) [#GeorgeLakey](#) [#KingianNonviolence](#)

The Resource Center for Nonviolence promotes the practice of nonviolence in personal and social change to create a more just, peaceful and sustainable world. Our primary mission is to support the growth of nonviolent activists. We cultivate relationships with allies in the United States, Latin America, the Middle East and elsewhere. The Center hosts nonviolence trainings and presents forums with activists and analysts from nonviolent struggles around the world. RCNV is a venue for social change groups and community organizations to conduct meetings and public events, and is a program of Eschaton Foundation, a 501-c-3 non-profit foundation.

HOW TO Create a Facebook Fundraiser on #GivingTuesday and Earn Matching Donations for RCNV

Helping the Resource Center for Nonviolence is easier than ever on social media. Facebook fundraisers allow any Facebook user with a valid account to raise money to support their favorite causes.

Supporting RCNV with your own donations is amazing, but sharing your commitment to RCNV with your friends and family takes your giving to the next level. Creating and sharing a personal fundraiser on Facebook for #GivingTuesday really truly helps RCNV!!

Donors can rest assured their money is going to a great and verified cause just by looking at your fundraising page. A box on your page shows RCNV has been verified by Facebook as a 501c3 nonprofit and includes a link to our reviewed gold level profile on GuideStar, the largest source of information on nonprofit organizations.

To make it super easy, we've added below detailed instructions, some FAQs and links to sample Facebook cover images.

Spread the word and support RCNV's mission of supporting the growth of nonviolent activists.

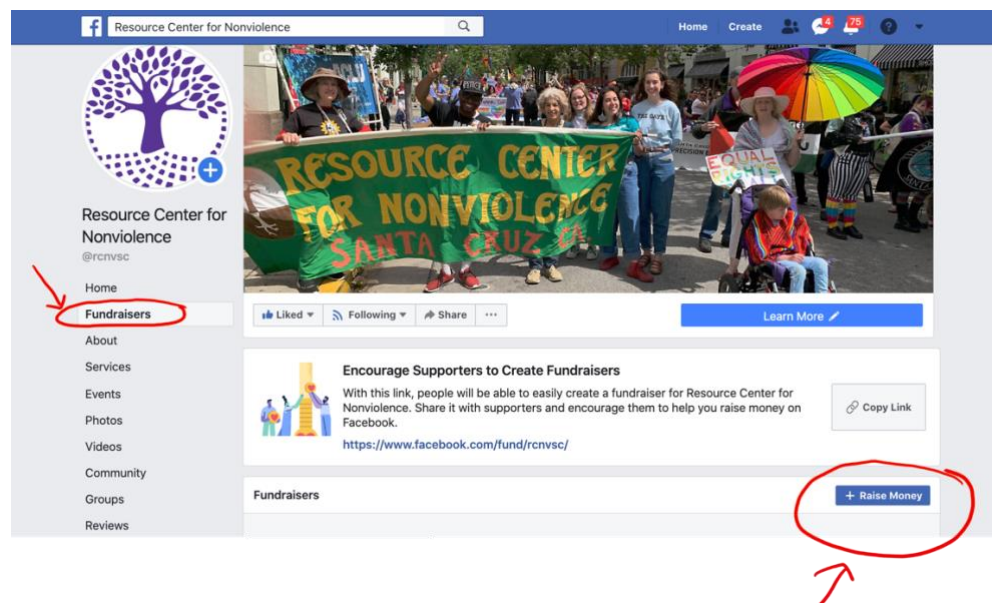
How to Setup a Facebook Fundraiser

Follow our screenshots below for step-by-step instructions on how to setup an individual #GivingTuesday fundraiser on Facebook.

From your desktop, login to Facebook and go to **RCNV's Facebook page**:

<https://www.facebook.com/rcnvc/>

Click on the **FUNDRAISER** button on **left** menu bar of page.



On the **Fundraisers** page, EITHER: click on the button to **“Raise Money”** located at the middle right. OR copy this link: <https://www.facebook.com/fund/rcnvsc/>



Setup your fundraiser in popup screen by providing fundraiser title, uploading a cover photo image, filling in description of your fundraiser's purpose, setting end date if applicable and goal amount to raise.

Tip: See some RCNV PHOTOS you can use: scroll down to the end of this document. Drag the photo to your desktop and upload to your Facebook campaign.

Once your fundraiser page is set up, you can then invite friends and share it on your page. Your friends in turn can also invite others to the fundraiser and share the page. Encourage your supporters to include their email when they donate so RCNV can thank them. They will be acknowledged with receipt from Facebook!

At any time, you can go in to monitor progress, post updates, and comment notes of thanks to those who have donated.

Tip: Use the fundraiser page to share with your friends and family to maximize your donation impact.

DETAILS:

Yes RCNV does get the money. As part of being a recipient of money donated through Facebook, RCNV went through a vetting process. This assures anyone giving to charitable causes on Facebook that their money is going to approved charities with verified IRS nonprofit status and valid banking accounts.

Yes it's still tax deductible Anyone donating via Facebook to a charity receives an automatic email from Facebook that can be used for tax purposes. We encourage anyone giving to RCNV to include their email in their donation submission so we too may include a personal thank you.

No there is no Facebook minimum to raise . . . or maximum You can set the bar low or high for the amount you want to raise.

But there is a max for #GivingTuesday matching eligibility. Only the first \$1000 per individual fundraiser is eligible

Yes it can be anonymous Donors can opt to make themselves and the amounts donated anonymous.

Yes we do know it's your campaign RCNV can download transactions from Facebook and see per donations whose fundraiser campaign is credited.



