THE OPEN LINK - GIVING TUESDAY TOOLKIT 2026

ABOUT THIS TOOLKIT

Please join us for Giving Tuesday 2026 on Tuesday, November 1, to raise funds for our Rent and Utility Assistance Program!

GIVING TUESDAY 2026 – IMPORTANT INFO

Our Donation Goal: $10,000 – aka "10K in a Day!"

*We will have a matching gift again this year of $2,500.

Donations Go Toward: Our **Rent and Utility Assistance Program,** which helps our neighbors in need pay for expenses like rent, electric, gas, oil, and water. We send payments funded by the program directly to utility companies.

This Year's Theme: "Chilling Truths," sharing the reality of how the increases in costs of living (including rent and utilities) have not only made it harder for Valley families to afford their bills – it has also made it harder for organizations like ours to help each of our Valley neighbors in need. By donating this Giving Tuesday, you can help us ensure that each person who comes to us for rent and utility assistance receives the help they need.

HOW TO TAKE ACTION

1. **Donate through our online donation form**
2. **Host a Facebook fundraiser**
3. **Share our social media posts and fundraising emails**

Read on for details!

1) **Donate directly on our online donation form:**
   https://wl.donorperfect.net/weblink/WebLink.aspx?name=E344784&id=55
   a) You can also click on the **Donate Now button** on our website, **www.theopenlink.org,** which will direct you to this form.

   We've included a sample social media post image and caption at the end of this toolkit if you'd like to share this link on your social media as well!

2) **Host a Facebook Fundraiser**

Facebook fundraisers are a great way to encourage your friends, family, and network to donate to The Open Link! They are easy to set up and share. We have included the instructions for setting up a Facebook fundraiser on your phone and on your computer.

Once created, share your fundraiser on your Facebook page by clicking the SHARE button on your Facebook fundraiser page. You can also link out to your fundraiser on LinkedIn. We've included sample post images and a caption at the end of this toolkit to get you started!

a) **Set up a Facebook Fundraiser on Mobile (App)**
   i) Open the Facebook app and tap the **menu icon** (your profile picture or three horizontal lines).
   ii) Tap **Fundraisers** (you may need to tap **See More** first).
   iii) Tap **Raise Money** or **New Fundraiser.**
   iv) Search for and select THE OPEN LINK INC as the nonprofit you want to support.
   v) Enter your:
      (1) Goal amount (up to you!)
      (2) Currency (USD)
      (3) End Date (we will accept donations through Wednesday, December 2)
   vi) Customize the fundraiser's:
      (1) Title
         (a) Sample Title: Joe's Giving Tuesday Fundraiser for The Open Link
      (2) Description
         (a) Sample Description: Join me in supporting a good cause this holiday season! This Giving Tuesday, I am raising money for The Open Link, the Upper Perkiomen Valley's only multi-service agency. All funds raised will go towards their Rent and Utility Assistance Program, which helps Valley neighbors in need pay for rent, electric, gas, water, and other utility bills. The Open Link is working to raise 10K in a Day – but any contribution amount helps! Thank you for your support.
      (3) **Cover photo:** see bottom of the toolkit for a sample image!
   vii) Tap **Create** to publish it to your profile or feed.

b) **Set up a Facebook Fundraiser on Computer (Web)**
   i) Go to www.facebook.com/fundraisers
   ii) Click **Raise Money** or **Select Nonprofit**.
   iii) Choose **THE OPEN LINK INC** as the nonprofit organization you want to support.
   iv) Fill in the **goal amount, currency, and end date**.
   v) Personalize **the title, story/description, and banner photo**.
   vi) Click **Create** to launch your fundraiser.

3) **Share Our Social Media Posts**: we'll be posting about Giving Tuesday starting Tuesday, November 17 (2 weeks before the event) through Wednesday, December 2. Please feel

free to share our posts on your own social media to help spread the word! The links to our social media accounts are:

a) **Facebook**: The Open Link
b) **Instagram**: @theopenlinkpa
c) **LinkedIn**: The Open Link
d) **TikTok**: @theopenlink

Share Our E-mails: We will be sending Giving Tuesday fundraising emails from Tuesday, November 24 (1 week before) to Wednesday, December 2 (1 day after). If you are already on our mailing lists, please forward these emails to your family, friends, and anyone you think may be interested in donating! If you are not on our mailing lists, you can subscribe to our emails by filling out our Join Our Mailing List forms.

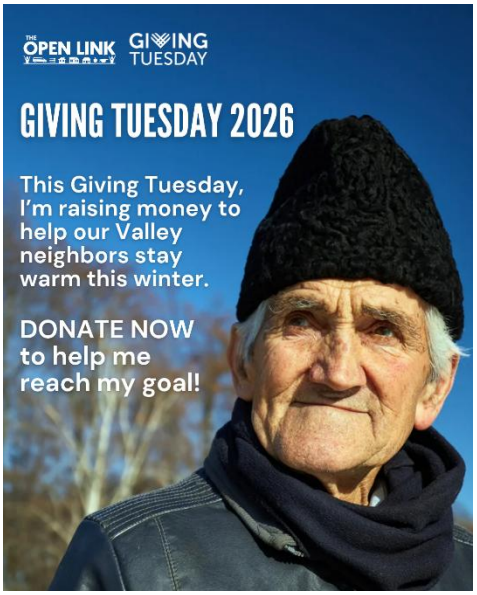
SAMPLE SOCIAL MEDIA MATERIALS

1.Facebook fundraiser cover photo

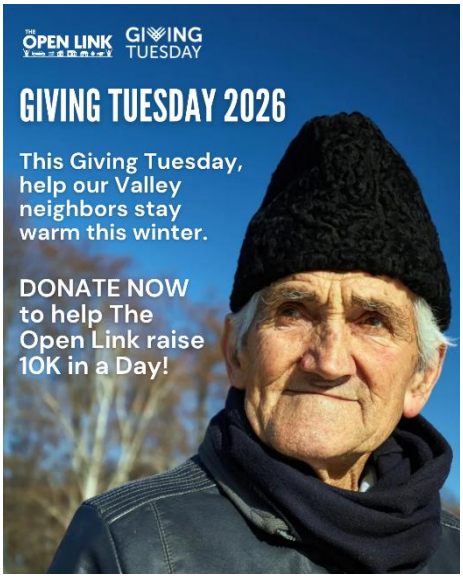


2. Sample social media post images

IF YOU HAVE A FACEBOOK FUNDRAISER:



IF YOU JUST WANT TO LINK TO OUR DONATION FORM:



3.Sample social media post caption

IF YOU HAVE A FACEBOOK FUNDRAISER:

This Giving Tuesday, your acts of kindness and giving can change the lives of our Valley neighbors in need. I'm hosting a Facebook fundraiser for TAG The Open Link's Rent and Utility Assistance program, which will help Valley families pay for rent, electric, gas, water, and other vital expenses. Help keep our neighbors out of the cold. Donate now and your gift will be doubled up to $2,500! [insert the link to your fundraiser here]

IF YOU JUST WANT TO LINK TO OUR DONATION FORM:

This Giving Tuesday, your acts of kindness and giving can change the lives of our Valley neighbors in need. Help The Open Link raise 10K in a Day for its Rent and Utility Assistance program, which will help Valley families pay for rent, electric, gas, water, and other vital expenses. Help keep our neighbors out of the cold - donate now and your gift will be doubled up to $2,500!
https://wl.donorperfect.net/weblink/WebLink.aspx?name=E344784&id=47

HAVE QUESTIONS OR NEED HELP?

Contact: Alyssa Opdyke, Marketing and Development Manager

Call: 215-679-4112

Email: Alyssao@theopenlink.org

Thanks again for your support this Giving Tuesday!