



Lion Recovery Fund

#GivingTuesday Toolkit November 27, 2018

Do you want to make an impact for lions this holiday season? Join the Lion Recovery Fund (LRF) and fellow lion supporters this November 27th for #GivingTuesday, which has become an annual movement for causes to raise money and make a difference. Our goal is to raise \$10,000 on #GivingTuesday, which would enable us to fund an entire new lion conservation project in Africa. Browse our [current projects here](#) to see examples of the projects we fund.

How to Get Involved

On Tuesday, November 27th the LRF will launch our #GivingTuesday campaign on Facebook with a goal to raise \$2,000. If we raise \$2,000 by midnight, a generous, anonymous donor will contribute an additional \$8,000 to bring the total to \$10,000! This would unlock enough funds to support an entire new lion conservation project. Be a lion ambassador by sharing and encouraging your Facebook friends to donate to this fundraiser. You can also get involved by creating your own fundraiser for the Lion Recovery Fund. Read on for step-by-step instructions on how to share our fundraiser or create your own.

Sharing Our Fundraiser:

- To share the LRF's fundraiser, go to [LRF's fundraiser page](#) on Facebook. Click to open the Lion Recovery Fund's #GivingTuesday fundraiser.
- Then click the "share" option that appears below the donate button. This will allow you to share the fundraiser to your timeline.
- Write a few sentences to share why you love lions and are fundraising to protect their future. Sample posts are below.
- Make our special #GivingTuesday banner your cover image!

Create Your Own Fundraiser:

- Go to [LRF's fundraiser page](#) on Facebook. A box will pop up to prompt you to create your own fundraiser.
- In the pop up box, set a goal and an end date for your fundraiser. On the next page you can tell your friends why you are raising money for the LRF—feel free to use the suggested language or tell your own story!
- Choose a cover photo for your fundraiser. You can use our special #GivingTuesday cover photo for your fundraiser, or browse through past LRF photos to select an image that inspires you.
- Spread the word! Browse our sample posts and graphics below to get ideas on how you can inspire your friends to support lions by posting about your fundraiser on your timeline.

Sample Posts

Sharing Our Fundraiser:

- This #GivingTuesday I'm supporting the Lion Recovery Fund in their efforts to double the number of lions in Africa by 2050. In just one year, they have funded 28 lion conservation projects across 14 different countries in Africa. Mark your calendar for Tuesday to help us raise enough money in just one day to fund an entire new project to protect lions. You can donate here <[link to LRF fundraiser](#)>.

- Did you know we've lost half of the world's lions in just 25 years? That's why I'm supporting the Lion Recovery Fund this Nov. 27th for #GivingTuesday. Together, in just one day, we can raise enough funds to support an entire new project to help protect lions in Africa. You can donate here <link to LRF fundraiser>.
- Today is #GivingTuesday! This year I've chosen to support the Lion Recovery Fund because I want to make sure lions are a part of our planet's future. If you'd like to join me and support this cause, you can make a donation here <link to LRF fundraiser>. Every dollar counts!

Creating Your Own Fundraiser:

- Today is #GivingTuesday! I'm raising <\$XXX> for the Lion Recovery Fund to help them reach their goal of funding an entire new lion conservation project in Africa. Every dollar counts—you can support my fundraiser here <link to your fundraiser>.
- This #GivingTuesday I'm fundraising for the future of lions! Join me in supporting the Lion Recovery Fund by making a donation to my fundraiser <link to your fundraiser>. The Lion Recovery Fund sends 100% of all donations directly to projects that protect lions, with no overhead.
- Did you know we've lost half of the world's lions in just 25 years? That's why I'm supporting the Lion Recovery Fund this #GivingTuesday. My goal is to raise <\$XXX>, which will help fund an entire new lion conservation project in Africa. Will you join me in helping protect and recover lion populations? <link to LRF fundraiser>

Lion Recovery #GivingTuesday Graphics

Feel free to download these images to use when you post about fundraising for lions on #GivingTuesday.

Facebook Cover Photo:



Facebook Post Graphics:



Twitter:



Instagram Posts:

