



### **Giving Tuesday Media Kit Breakthrough New York**

**Giving Tuesday** is an annual holiday held on the first Tuesday after Thanksgiving. It aims to celebrate community and generosity, especially amid the holiday shopping season. This year, Giving Tuesday will be held on November 30. For many nonprofit organizations like Breakthrough New York, it kickstarts the year-end giving season, when most individuals give charitable donations.

You can use **Breakthrough New York's Giving Tuesday media kit** to share information on Breakthrough New York and how to donate to our organization on Giving Tuesday. In this kit, you will find sample texts that you can use, tailored to specific social media sites (e.g. Facebook, Twitter) and newsletters. You will also find images that you can post along with your social media and newsletter shares.

Corporate partners and organizations can use our kit by sharing our images and lifting our sample copies for different social media sites. Individual donors can share our Giving Tuesday images on social media pages and to their personal networks with their own message and reasons why they're supporting Breakthrough New York this Giving Tuesday. Don't forget to tag our social media pages (@BreakthroughNY), use the hashtag #BTNYGivingTuesday, and include our donation link: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

**Giving Tuesday Media Kit**  
**Breakthrough New York**  
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# Social Media Copy

## Facebook

### POST 1:

This #GivingTuesday, we're putting a spotlight on our partner [Breakthrough New York!](#) Breakthrough empowers motivated students from low-income backgrounds to graduate from college and pursue fulfilling careers. Their ten-year, tuition-free program supports over 500 promising students and their families from all over New York City.

Join us in creating and supporting pathways to and through college for Breakthrough students by donating here: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

### POST 2:

Here at [COMPANY NAME], we are proud to share our commitment to equitable education for all.

This is why for #GivingTuesday, we are supporting [Breakthrough New York](#), our partner organization that empowers motivated students from low-income backgrounds to persist through college and pursue fulfilling careers. Breakthrough provides a ten-year, tuition-free program for more than 500 students and their families, with 90% in the latest cohort graduating from college.

Join our commitment to educational access and spread generosity by supporting Breakthrough New York here: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

## Instagram

### POST 1:

This #GivingTuesday, we're putting a spotlight on our partner Breakthrough New York (@breakthroughny)! Breakthrough empowers motivated students from low-income backgrounds to graduate from college and pursue fulfilling careers. Their ten-year, tuition-free program supports over 500 promising students and their families from all over New York City.

Join us in creating and supporting pathways to and through college for Breakthrough students by donating here: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

### POST 2:

Here at [COMPANY NAME], we are proud to share our commitment to equitable education for all.

This is why for #GivingTuesday, we are supporting Breakthrough New York (@breakthroughny), our partner organization that empowers motivated students from low-income backgrounds to persist through college and pursue fulfilling careers. Breakthrough provides a ten-year, tuition-free program for more than 500 students and their families, with 98% in the latest cohort graduating from college.

Join our commitment to educational access and spread generosity by supporting Breakthrough New York by donating here: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

## Twitter

### TWEET #1:

This #GivingTuesday, we've partnered with @BreakthroughNY to empower over 500 promising students from low-income backgrounds to create and support them on their pathways to and through college. Join us in supporting educational access today! [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

### TWEET #2:

We're proud to partner with @BreakthroughNY for #GivingTuesday2022: we're joining them in empowering over 500 promising students so they get the support that they need to graduate college and pursue fulfilling careers. Join us and donate here: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

### TWEET #3:

Join us this #GivingTuesday in empowering over 500 promising and motivated students from @BreakthroughNY and helping them graduate college and pursue fulfilling careers: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

## LinkedIn

### POST 1:

This #GivingTuesday, we're more than excited to support our partner [Breakthrough New York](#) in empowering more than 500 students from low-income backgrounds in their pursuit of education and fulfilling careers. Join us in the spirit of generosity today and support educational pathways for promising, motivated students and donate here! [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

### POST 2:

Here at [COMPANY NAME], we are proud to share our commitment to equitable education for all.

This is why for #GivingTuesday, we are supporting [Breakthrough New York](#), our partner organization that empowers motivated students from low-income backgrounds to graduate from

college and pursue fulfilling careers. Breakthrough provides a ten-year, tuition-free program for more than 500 students and their families, with 98% in the latest cohort graduating from college.

Join our commitment to educational access and spread generosity by supporting Breakthrough New York here: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

## Newsletter Copy

### Text 1:

#### GIVING TUESDAY

After our Thanksgiving holidays and celebrations, it's time that we spread generosity and give back to our community. [Giving Tuesday](#) is an annual holiday, the first Tuesday after Thanksgiving, when millions worldwide donate to organizations doing important work to support individuals, families, and communities who need it most.


This Giving Tuesday, we're excited to partner with [Breakthrough New York](#), an organization that empowers motivated students from low-income backgrounds to graduate from college and pursue fulfilling careers. Their ten-year, tuition-free program supports more than 500 students and their families from all over New York City, and each year, 90% of Breakthrough students graduate from college on time.

Join us in celebrating Giving Tuesday and support Breakthrough New York students! Donate here: [tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

# Images for Sharing

1. Post for Instagram, Facebook, Twitter, LinkedIn (1080x1080 px)  
([link to high-resolution version](#))

GIVINGTUESDAY





# GIVING TUESDAY

Celebrate Giving Tuesday with us this **November 30** by supporting educational access & empowering more than 500 students from **Breakthrough New York!**

**DONATE NOW**  
[tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

**BREAKTHROUGH**  
NEW YORK  
[www.btny.org](http://www.btny.org)  
[@BreakthroughNY](https://www.instagram.com/BreakthroughNY)

2. Story for Instagram/Facebook (1080x1920 px) ([link to high-resolution version](#))



**GIVING TUESDAY**

This Giving Tuesday, **November 30**, we're helping empower more than 500 students from low-income backgrounds to access high-quality educational opportunities.

Join us in the spirit of generosity and donate to **Breakthrough New York!**

**DONATE NOW**  
[tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)

[www.btny.org](http://www.btny.org)  
[@BreakthroughNY](https://www.instagram.com/BreakthroughNY)

3. Cover photo/post for Facebook, Twitter, LinkedIn (1640x924 px)  
([link to high-resolution version](#))

GIVINGTUESDAY

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Celebrate Giving Tuesday, **November 30**,  
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empowering more than 500 students from  
**Breakthrough New York!**

**DONATE NOW**

[tinyurl.com/BTNY-GT](https://tinyurl.com/BTNY-GT)



**BREAKTHROUGH**  
NEW YORK

[www.btny.org](http://www.btny.org)  
[@BreakthroughNY](https://twitter.com/BreakthroughNY)