



## HOW TO REQUEST A MAYORAL PROCLAMATION FOR #GIVINGTUESDAY

Thanks for being a part of #OregoniansGive on #GivingTuesday on **November 29, 2016!**

**#OregoniansGive** on **#GivingTuesday** will change the way you think about the state you live in by encouraging philanthropy, empowering nonprofits, and inspiring fellow Oregonians in strengthening communities across the state. Whether through giving or by volunteering your time, you'll be a part of what makes Oregon the state we love.

This toolkit will provide you with all the resources you may need to have your Mayor proclaim November 29, 2016, as #OregoniansGive on #GivingTuesday - a "Day of Giving" - in your city.

### **What is a Mayoral Proclamation?**

Proclamations are typically issued by a Mayor to recognize the importance of a community event, significant achievements by community members, or to signal a City's role in significant national events.

Proclamations may be read at a City Council meeting, or at a community event being recognized, depending entirely on the schedule of the Mayor. Proclamations are often posted on the City's website. Original signed proclamations will be provided to the requesting party (sometimes must be received in person at City offices).

### **Why request a Mayoral Proclamation in your City?**

- Opportunity to meet/greet/photo with your Mayor and/or other City representation
- Become an #OregoniansGive on #GivingTuesday Ambassador for your City and help establish #OregoniansGive as a statewide celebration of giving.
- Help your City celebrate philanthropy, volunteerism and community service
- Get your City government more involved in local causes

### **What #Oregonians Give on #GivingTuesday will offer your City.**

- The chance for citizens to give back to their community and local causes
- Build and strengthen partnerships across sectors
- Tell your City's giving stories to new audiences and bring attention to philanthropic commitments during the holiday season



**In this toolkit, you will find:**

- Steps to request a Mayoral Proclamation
- Sample Mayoral Proclamation for #GivingTuesday
- Sample Press Release

**Steps to Request a Mayoral Proclamation for #OregoniansGive on #GivingTuesday**

1. Visit your City's website. Some City websites will have a section on "How to request a Mayoral Proclamation." Some will even have an online Mayoral Proclamation Request section on their website. If they do not have an online request section, send an email request to your Mayor; most Mayors will have their contact information, including their email address on the City's official web page (sample email below).
2. Proclamations requested at least two months in advance have the best chance of being completed and provided to the requestor by a specific date.
3. If response is positive, they may request you to send a draft of a sample proclamation (sample proclamation below).
4. They may invite you to attend a meeting to accept the proclamation on behalf of #OregoniansGive on #GivingTuesday – this is a great photo opportunity! It would be great to invite other #OregoniansGive partners in the area to take part as well.
5. #OregoniansGive ambassadors who spearhead the action to receive a Mayoral Proclamation in their City are welcome to display the official Proclamation in their organization. Let us know about your success! Share your achievement with the #OregoniansGive team so we can help you spread the word about your City's involvement.



### Sample Email

The following email offers ideas and language you can use as part of your outreach to your Mayor for #OregoniansGive on #GivingTuesday. Feel free to copy, paste or adjust as you see fit for your organization as you communicate about your involvement with #OregoniansGive

#OREGONIANSGIVE on #GIVINGTUESDAY: WHEN (INSERT NAME OF CITY) GIVES AS GOOD AS IT GETS

Dear \_\_\_\_\_,

This year, on Tuesday, November 29, 2016, we are part of a call to action that will change the calendar and help make history. We are celebrating Oregon with a day dedicated to giving – when charities, families, businesses, community centers, students, retailers and more will all come together for #OregoniansGive on #GivingTuesday– a movement to celebrate giving and encourage more, better and smarter giving during the Holiday Season that we are proud to be part of.

U.S. Mayors of around the country have supported the movement in their area. Mayors from Chicago, Philadelphia, Los Angeles, New York, and many other smaller cities and towns formally endorsed #GivingTuesday. The White House also publically supported #GivingTuesday. In 2013, more than 10,000 partners worldwide participated. Through the power of social media, more than 3 billion people helped spread the word, resulting in milestone trending on Twitter and most importantly, a 270% increase in donations.

As an #OregoniansGive on #GivingTuesday partner from the City of \_\_\_\_\_, we would like to respectfully request that the City of \_\_\_\_\_ officially proclaim November 29, 2016 as #OregoniansGive on #GivingTuesday. The City of \_\_\_\_\_ can really help to take #OregoniansGive from something that was big to something that will really change the way we think about philanthropy and community service for generations to come. The campaign provides a framework and ideas for people to choose their own best way to contribute to their communities and will provide the citizens of \_\_\_\_\_ with an opportunity to share their giving story.

For additional information, please visit our website at [www.OregoniansGive.org](http://www.OregoniansGive.org). It would be truly be an honor to have the City of \_\_\_\_\_ formally proclaim #OregoniansGive on #GivingTuesday as a day of giving. Thank you for considering our request.

**YOUR NAME**



### Proclamation

WHEREAS, #OregoniansGive was established as a state-wide day of giving to empowering Oregon nonprofits on #Giving Tuesday; and

WHEREAS, #OregoniansGive was established to inspire Oregonians in strengthening communities of Oregon; and

WHEREAS, #Giving Tuesday was established as a national day of giving on the Tuesday following Thanksgiving; and

WHEREAS, #OregoniansGive on #Giving Tuesday is a celebration of philanthropy and volunteerism where people give whatever they are able to give; and

WHEREAS, #OregoniansGive on #Giving Tuesday is a day where citizens work together to share commitments, rally for favorite causes, build a stronger community, and think about other people; and

WHEREAS, it is fitting and proper on #OregoniansGive on #GivingTuesday and on every day to recognize the tremendous impact of philanthropy, volunteerism, and community service in the City of **CITY NAME**; and

WHEREAS, #OregoniansGive on #GivingTuesday is an opportunity to encourage citizens to serve others throughout this holiday season and during other times of the year.

NOW, THEREFORE, I, **MAYOR'S NAME**, Mayor of the City of **CITY NAME**, do hereby proclaim November 29, 2016, as

### **#OregoniansGive on #GivingTuesday**

in the City of **CITY NAME**, and encourage all citizens to join together to give back to the community in any way that is personally meaningful.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of **CITY NAME**, **STATE**, to be affixed this 29<sup>th</sup> day of November, 2016.

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**NAME**

**MAYOR**