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**Strengthening Your Online Outreach to #ProtectGiving!**

Protect Giving Day on November 20th provides a great opportunity for your organization to ramp up and become more active in the online debate surrounding the charitable deduction.

For those organizations with an active social networking presence, there are several online outreach opportunities to share information and resources, as well as contribute to or drive a conversation.

For example, a platform launched earlier this year by House Ways and Means Committee Chairman Dave Camp and Senate Finance Committee Chairman Max Baucus - [**TaxReform.gov**](http://TaxReform.gov/) – presented an opportunity for local organizations and leaders to provide input on the issue. Constituents were also encouraged to tweet to [**@simplertaxes**](https://twitter.com/simplertaxes)to share views and information. This effort does not appear to be active any more, which only reinforces the need for the Coalition and its members to do more to drive the conversation online.

**Online Opportunities**Below are some simple and easy-to-manage opportunities to consider. Many of you are already up and running! As always, the Coalition can work directly with you to guide your own online outreach efforts.

Be sure to use the **#protectgiving** hash tag as often as possible!

Blogs – An effective way to inform, engage and activate your network of contacts is by blogging. Many Coalition members have their own blogs where they post regularly on a wide variety of topics. The debate surrounding the charitable deduction is certainly a worthy topic to offer your perspective. [The Coalition even launched a blog to weigh in on the discussion.](http://protectgiving.org/media/blog/)

Facebook and Twitter – Grab the attention of your network of contacts via these social networking platforms. You can direct stakeholders to useful resources about the charitable deduction (including links to news articles, op-eds, new reports or research, online resources or your own blogs). [The Coalition’s Twitter account can be a guide for posts on the charitable deduction.](https://twitter.com/ProtectGiving)

Capture the Moment – A picture is worth a thousand words. Use cameras and mobile devices to document your activities, the luncheon and briefing, and meetings with Congress members and their staff. Share your pictures through social networks and local media, and be sure to post them on your organization’s website or blog. (Note: it is most appropriate to request a photo *after* you have conducted your meeting with congressional members and staff so the focus remains on the message.)

**Getting Started**Following is a set of Twitter accounts, hash tags and sample tweets that can be used to engage directly with key members of Congress, committees and issue-specific communities.

Engaging the Twitter accounts of elected leaders can help you reach target audiences directly and spread the word more broadly to stakeholders and others following the charitable deduction debate. Be sure to include Twitter handles for your representatives/senators – a simple Google search will help you locate them. Some examples of handles and hash tags include:

@RepDaveCamp

@MaxBaucus

@WaysandMeansGOP

@WaysMeansCmte

[@SenateFinance](https://twitter.com/SenateFinance)

[@GOPSenFinance](https://twitter.com/GOPSenFinance)

@simplertaxes

**Hash Tags**

#protectgiving (Following this hashtag can provide a sense of the kinds of tweets that may work for your own outreach.)

#taxreform

#philanthropy

#charities

**Sample Tweets**

Communities are at risk. Tell [#Congress](https://hootsuite.com/dashboard) to [#protectgiving](https://hootsuite.com/dashboard)! [ow.ly/kSrf1](http://t.co/ZbHvWgFYSg) @[RepDaveCamp](https://hootsuite.com/dashboard) @[MaxBaucus](https://hootsuite.com/dashboard) @[simplertaxe](https://hootsuite.com/dashboard)s

#Jobs, services and support for needy at risk @[RepDaveCamp](https://hootsuite.com/dashboard) @[MaxBaucus](https://hootsuite.com/dashboard) - @[simplertaxes](https://hootsuite.com/dashboard) [ow.ly/kSiFF](http://t.co/IKcHmvEGiH) Tell [#Congress](https://hootsuite.com/dashboard) to [#protectgiving](https://hootsuite.com/dashboard) [ow.ly/kSrf1](http://t.co/ZbHvWgFYSg)

#Charities telling #Congress to #protectgiving <http://bit.ly/1fyHntH>

#Charities are vital to a strong #economy, thriving communities [ow.ly/kSrf1](http://t.co/ZbHvWgFYSg) #protectgiving

Joining forces on 11/ 20 to tell #Congress to #protectgiving [ow.ly/kSrf1](http://t.co/ZbHvWgFYSg) @simplertaxes @MaxBaucus @RepDaveCamp