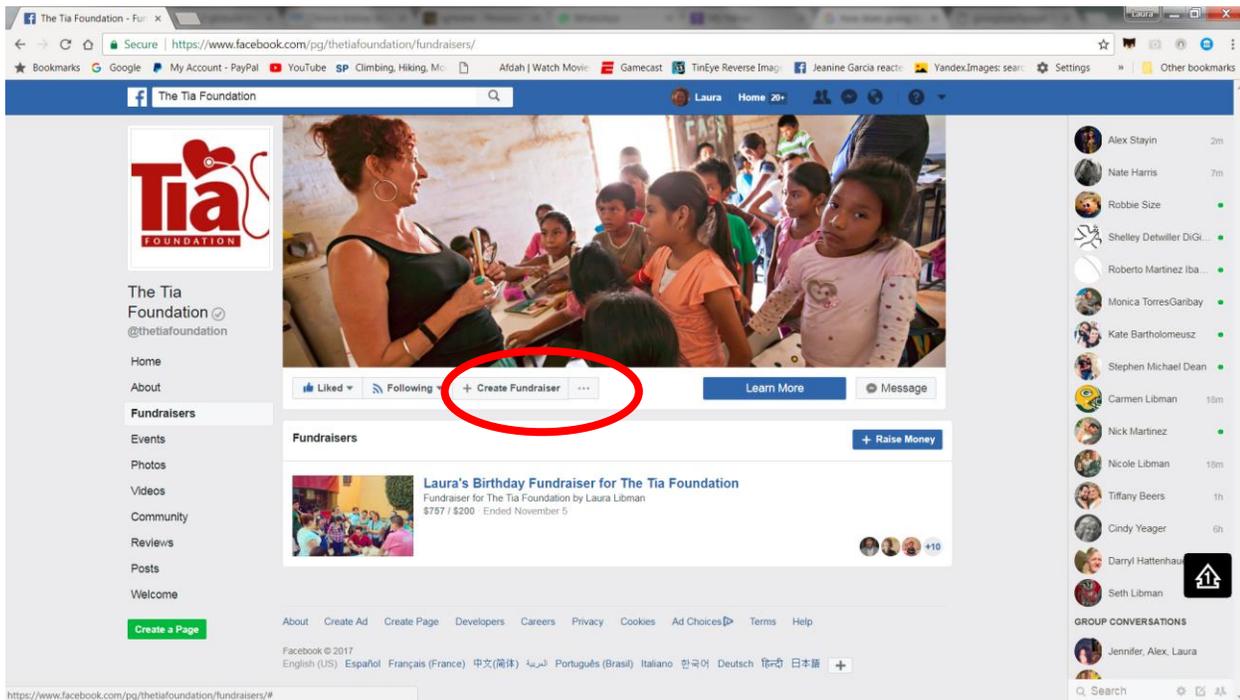


Giving Tuesday Instructions

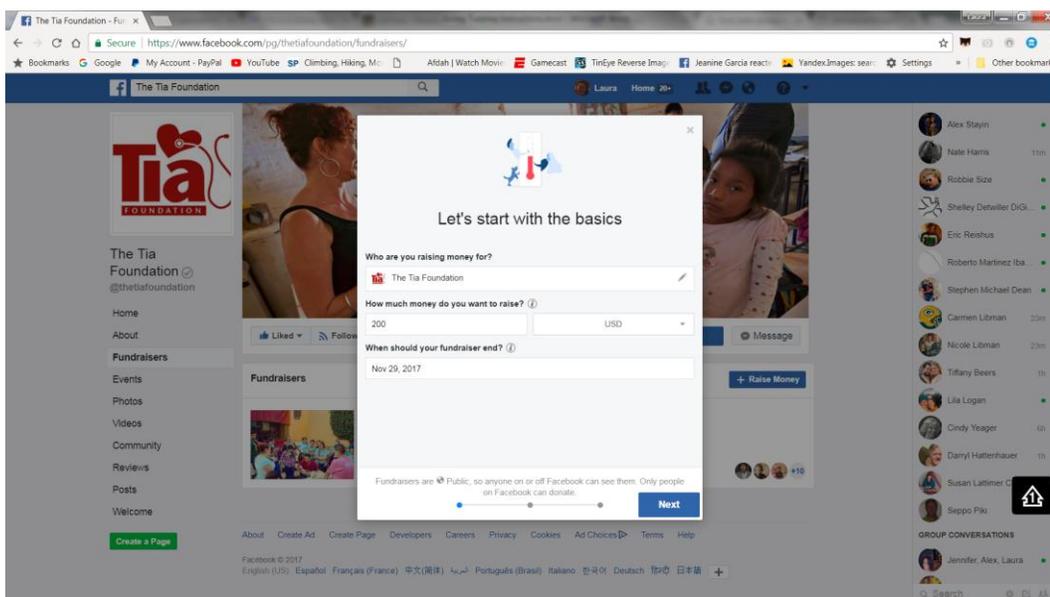
Giving Tuesday is November 28th. If you are on Facebook, there is a special campaign so on that Tuesday they waive the normal 5% processing fees. Also, the Gates Foundation is matching up to \$1,000 per donation, up to a total of \$2 Million that day (only that day). It starts after 8 a.m. EST (6 a.m. in Arizona), so the earlier the donations are made via Facebook, the better chance they have of getting matched.

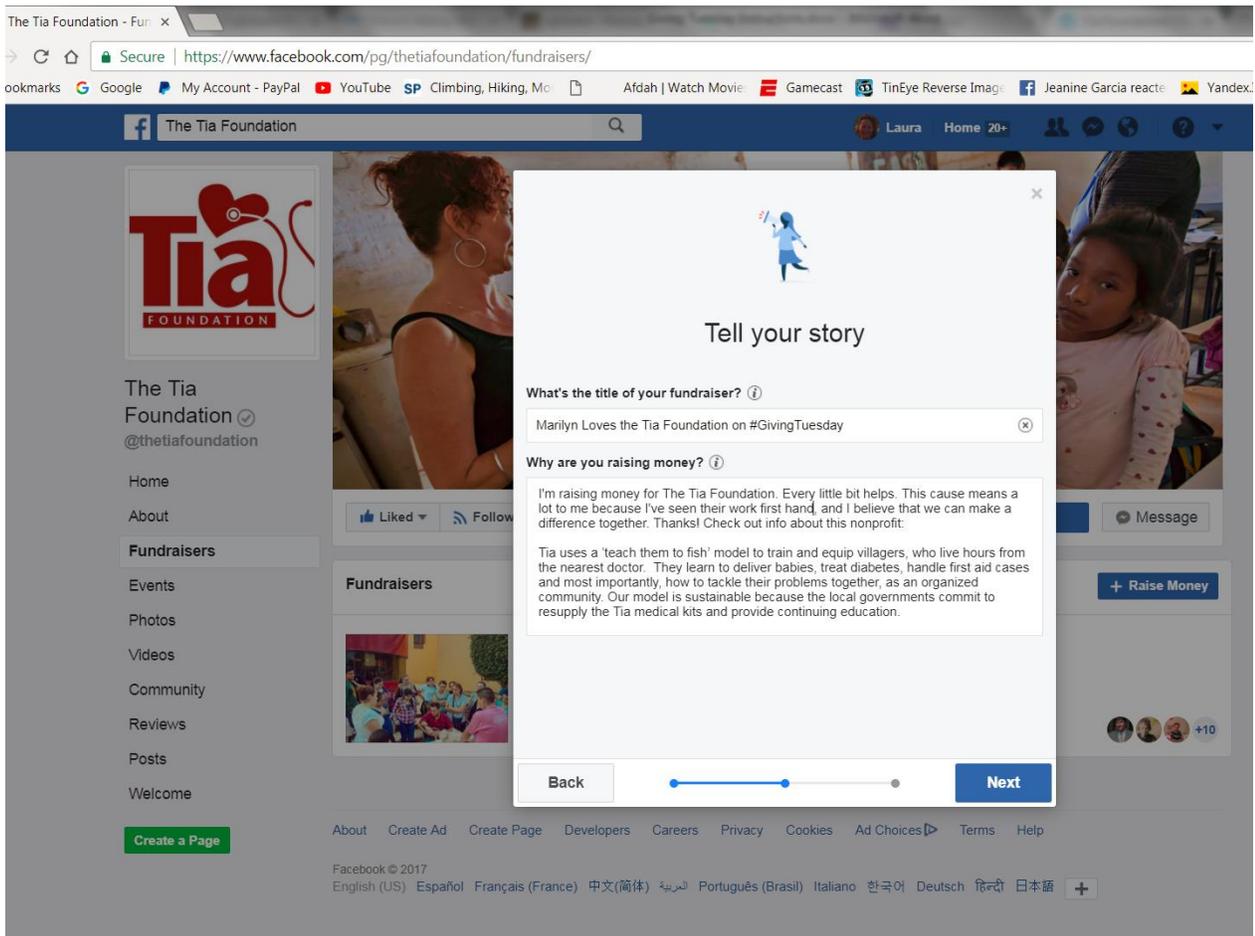
Step by Step Instructions:

1. Log on to Facebook
2. Go to <https://www.facebook.com/thetiafoundation/fundraisers/>



3. Click “Create Fundraiser” and walk through the easy steps
4. Add a title, tell your story, add an end date and a goal. Be sure to include #GivingTuesday in your description, then click Create





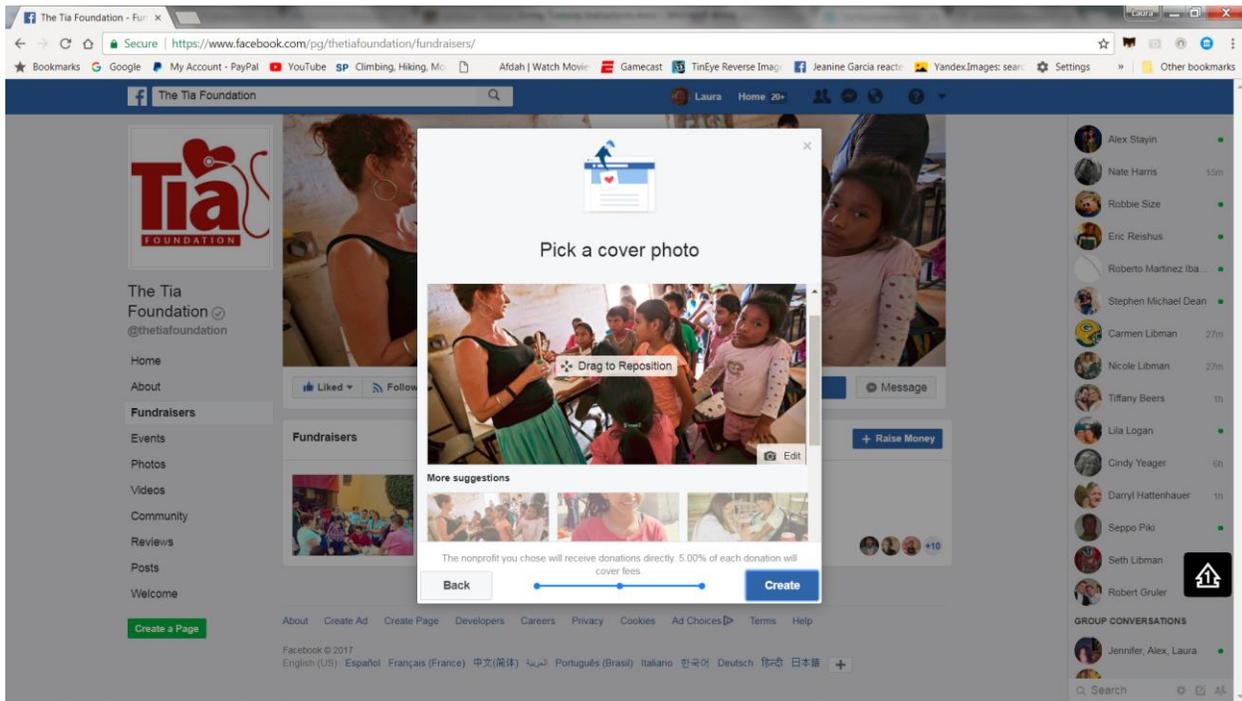
5. Select from one of three cover photos (or create your own), just ask Nate or Laura for pictures or if you have joined us in the field, ask Nate for one of those. Personal is always best!

Even if you haven't joined us in the field, tell your friends and family why Tia's work matters to you. Maybe you like our 'teach them to fish model', or how we help women become valued members of their community, or that we provide access to healthcare where there had been none previously, or maybe you like that our program reduces immigration to the U.S.

Here's an example that you can feel free to use, cut and paste:

"On #GivingTuesday I'm raising money for the Tia Foundation. Every little bit helps because just \$5 provides someone with healthcare for life! Since the Gates Foundation is matching donations today, if you donate \$20, Tia will receive \$40! I like Tia's 'teach them to fish' model which enables poor Mexican farmers and their families to help themselves. Let's make a difference together!"

Reach out to Nate at 602-694-8100 or tionate@cox.net if you need any help.



6. From there you can invite friends, share on your News Feed or send a message
7. For inspiration, check out current fundraisers on our page at:
<https://www.facebook.com/thetiafoundation/fundraisers/>