



FOR IMMEDIATE RELEASE

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Hundreds of nonprofit leaders join together for statewide #GivingTuesday celebration

Columbia, SC (Oct. 15, 2018) – Together SC, the state’s network of nonprofit organizations, has launched South Carolina’s first-ever statewide social media collaboration using the hashtag #yalltogetherSC to coincide with #GivingTuesday, a global giving movement that occurs each year on the Tuesday following Black Friday and Cyber Monday. The campaign was announced earlier this month to the organization’s members. Since registration opened last month, nonprofits from across the state have signed up.

“This online collaboration is all about engagement and is open to any nonprofit or for-profit business that wants to celebrate the incredible work of our nonprofit sector,” explains Madeleine McGee, Together SC’s president. “Participating groups will receive free social media tools, weekly calls-to-action and free consulting from our team if needed.”

#yalltogetherSC begins on October 23 with weekly calls-to-action through Facebook Live videos every Tuesday at 11:27 a.m. leading up to #GivingTuesday on November 27. The focus of the campaign is not on fundraising. The program design is meant to be paired with an organization’s overall #GivingTuesday campaign and can be layered with community-wide campaigns, such as #GivingTuesdayPeeDee and #YorkCountySCGives.

“By creating a unique hashtag we are able to monitor the social media activity specifically for our state,” says Zach Sykes with Octagon Marketing in Columbia. “Our team worked collectively with a statewide group of marketing professionals to come up with a campaign that aims to showcase the generosity that takes place in the Palmetto State during this global campaign.”

In its seventh year, #GivingTuesday is now the largest philanthropic collaboration in the world and focuses on celebrating the act of giving back within communities through social media campaigns. #GivingTuesday kicks off the charitable season when many focus on their holiday and end-of-year giving.

Nonprofits and businesses that work with nonprofits can learn more about the campaign and register to participate at yalltogethersc.org.

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ABOUT TOGETHER SC

Together SC is the only membership organization focused solely on supporting and strengthening South Carolina’s nonprofit sector through education, advocacy, networking and leadership. Founded in 1997 as the South Carolina Association of Nonprofit Organizations (SCANPO), Together SC is comprised of 800+ members representing nonprofit organizations, business partners, associations, foundations and academic institutions. To learn more, visit TogetherSC.org. Connect with Together SC on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).