
MEMORANDUM

DATE: August 2019

TO: Interested Nonprofits, Breweries, Coffee Shops & Philanthropic Partners

FROM: Together SC and it's #yalltogetherSC Marketing Allies

SUBJECT: Your Toolkit for #BrewGoodSC on #GivingTuesday – December 3, 2019

Together SC and it's #yalltogetherSC Marketing Allies invite you to celebrate Giving Tuesday this year by #BrewingGood. Our aim is to offer up free to "Do Gooders" across SC an event template and resources to make it easy for local leaders to collaborate and come together on Giving Tuesday to engage in and celebrate the good we do, to kick off the holiday giving season and to inspire goal setting for 2020.

WHAT: #BrewGoodSC on #GivingTuesday

Local coffee shops and breweries – these are places where we do our best work. Starting our days by collaborating over coffee. And, celebrating or brain storming after work over beer. In fact, rumor has it that Margaret Mead really said: *"Never doubt that a small group of thoughtful, committed citizens (coming together over coffee or beer) can change the world; indeed, it's the only thing that ever has."*

What better places to come together and celebrate on Giving Tuesday than at our local coffee shops and breweries.

The SC Brewers Guild loves the idea and is encouraging it member breweries to join forces with local nonprofit and philanthropic leaders to host and help organize local #BrewGoodSC events across the state.

WHY: To spread the love of doing good - #BrewGoodSC. Our goal is to give folks the opportunity to collaborate with a focus on community, more than on our individual missions (see Vu Le's blog). We also hope to expand the focus of the day beyond fundraising.

Our Goal: To have 10 to 15 events happening simultaneously across the state. With 50 to 200 at each event, might we have 2000 to 3000 people doing good simultaneously across the state?

WHEN: 5 – 9pm on Tuesday, December 3, 2019

WHERE: The Guild has around [50 of the 90 breweries](#) in the state that are members whom they will encourage to participate. Though there does not appear to be a central organizer for the coffee shops or roaster, local leaders are encouraged to reach out on their own.

WHO: Based on the size and capacity of the host brewery, coffee shop or roaster, three to twenty local nonprofits can be invited to set up tables and offer activities aimed at engaging folks in doing good. Groups would invite their peeps to bring their peeps to "Drink Beer and Do Good."

Like organizations may choose to come together to introduce their donors to other causes that may interest them. Neighborhood focused groups may team up to celebrate their neighborhood. Groups working with children might team up for a child and parent focused event.

- Together SC will solicit and organize nonprofits.
- SC Brewers Guild will solicit and organize breweries. CONFIRM
- Together we will help match.
- Each brewery team will organize, plan and market their own event with us to help.
- We will ask one nonprofit leader to lead and will compensate them with free Together SC registration of some sort.

HOW: Activities will be interactive and aimed at the coffee shops' and breweries' customers, the nonprofit's leaders and donors; and other agreed upon target groups.

The Marketing Allies will create templates to encourage creativity (no brochures allowed 😊)

Possible nonprofit activities include:

- Collecting needed supplies,
- Asking people to pledge hours they will volunteer in 2020 – we might track and reward
- Writing thank you notes for the nonprofits. Could also track and reward
- Playing “games” that teach mission or help folks understand a community need (CCCF)
- Building something for others like the “book nooks.”
- Organize kids giving back – (connecting with young woman at Charlotte conference.)

Local teams will be encouraged to have food trucks, DJ's (yes – we may encourage use of the Together SC playlist), and “bonfires” if outside, maybe Christmas caroling since in December.

Brewery activities could include:

- competition to name their holiday beer – goal for name to convey community spirit and doing good.
- selling branded pint glass with money to go to a central purpose?
- raffling off something fun
- offering beer tastings

Graphics and other tools will be developed by Together SC and its yalltogetherSC Marketing Allies for use local groups. Marketing efforts could include:

- Logos that can be customized
- T-shirts, posters or keepsake pint glasses
- Facebook live events from each brewery sharing – pledges for 2020 volunteering, etc
- Resources to share with local media
- Statewide competition and prizes
- Social media promotion from Nov 3 – Dec 3
- Amplify social media campaigns of brewery teams

To learn more contact:

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