



Help us feature our Giving Circle network. Help us feature you. AAPIP is excited to announce the launch of **31 Days 31 Circles** featuring 31 Circles in (you guessed it) 31 days in the month of October. It starts **October 1** and we need your help to make this Facebook Campaign a success.

### Why a Facebook Campaign?

We want to celebrate the breadth and depth of our National Giving Circle Network, each Circle, and the communities we come from and support. At this midpoint in our Five-Year Campaign, we want to pause, recognize, and thank you for powering this Movement. We have a growing network of diverse and inspirational leaders. We also have momentum. We are proud that each Circle continues to demonstrate the power of shared giving, deepen the knowledge of our communities, and democratize philanthropy.

### How to play?

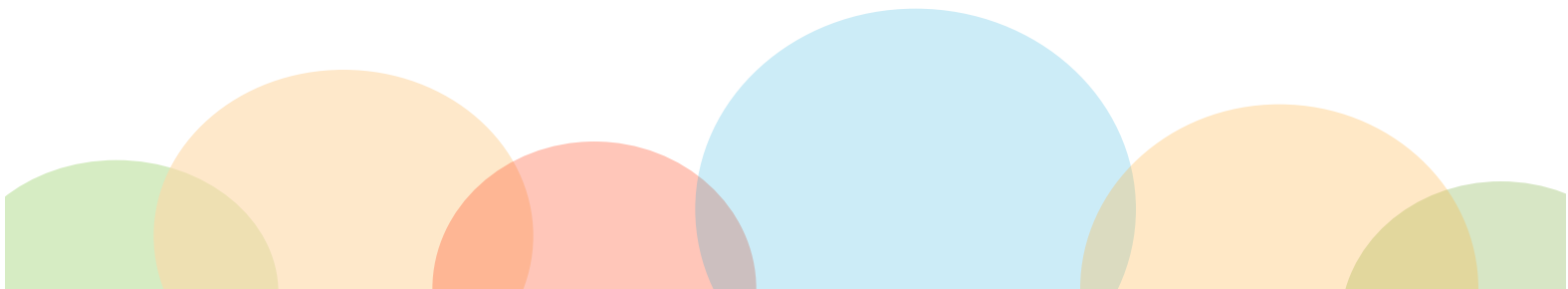
Each of our 31 Giving Circles *will be assigned one day in the month of October* to be featured on AAPIP's Facebook page [\[facebook.com/AAPIP\]](https://facebook.com/AAPIP) for 24 hours. We're asking you to share your stories of impact with us.

1. Pick a photo - a visual representation of the accomplishments your Giving Circle has achieved in our community
2. Write a caption – a description less than 80 words to accompany your photo
3. Then submit Photo&Caption to us.

If you did your homework assignment before coming to the Convening, you may use that as your submission. If you want to submit another Photo&Caption (with the consult of the rest of you Giving Circle), you may.

Your Photo&Caption submission for your Giving Circle must be emailed to [catherine@aapip.org](mailto:catherine@aapip.org) by **September 27**. [If you choose not to play, we will still feature your Giving Circle on your assigned date so we can celebrate your contribution!]

*\*If you're an emerging Giving Circle not currently in our Network but have submitted your application and awaiting approval, please contact Catherine at [catherine@aapip.org](mailto:catherine@aapip.org).*





facebook.com/aapip

Like · Comment · Share

On your Giving Circle's assigned date, we will be posting your Photo&Caption on the AAPIP Facebook page. **Your Mission -- should you choose to play -- is to share and spread** your Photo&Caption by clicking **Share** on your Giving Circles post. You will have 24 hours to generate as many "Shares" as you can. Encourage your friends, family, and co-workers to go to our Facebook page and share your Photo&Caption as well. We think they'll have no trouble being inspired by your stories.

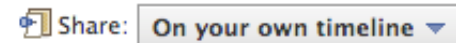
### What's in it for your Giving Circle?

Besides inspiring more leaders, the top *three* Photo&Captions with the most **Shares** on their respective assigned day will get to select one of three prizes (with the 1st place finisher getting first pick of the three prizes, 2nd place finisher getting second pick of the remaining two prizes, etc.):

- \$500 for your giving circle expenses
- \$200 for your giving circle expenses
- A turn-key promotional kit for your Giving Circle: a banner with your logo and 100 postcards for you to hand out at your events. [design files will also be yours to keep]

### What should you tell your friends & family to do?

On your assigned day, go to [facebook.com/AAPIP](https://facebook.com/AAPIP). Make sure you're logged into your Facebook account. Find your Photo&Caption and click **Share**. Then, share the post "on your own timeline" and if so moved, on your friends' timelines and any relevant groups. Rally your giving circle members, friends, family, and co-workers to **Share** the post as many times within your Circle's designated 24-hour period.



Share: On your own timeline ▼

The winners will be announced on our Facebook page by **November 7**.

During 31 Days 31 Circles, we will be able to feature what matters most to our community and the people who mean the most to those communities. It will be a fun way to meet more people, spread the word and share our passion for our Movement. With your submissions, we'll reach our goal of lifting our voices and powering the change and the future we want to see for our community.

If you choose to play, a **big thank you** to you in advance! If you choose not to play, a smaller (but still moderately-sized) thank you for participating in our Movement!

### Fine Print

#### Photo Guidelines:

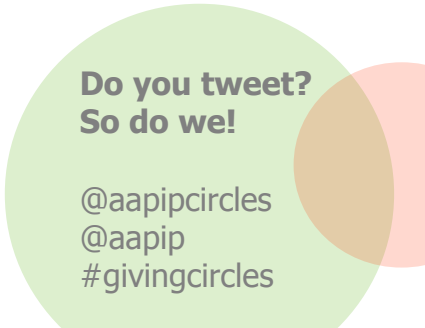
- *The photo should be a visual representation of the accomplishments and/or impact your giving circle has achieved in our community (e.g. a diploma and a photograph of a student you helped graduate college.).*
- *Photos may be as creative as you'd like (i.e. may or may not include people, pic-stitch / collages of photos, text).*
- *Photos must be your own and must be relevant to your Giving Circle.*

#### Caption Guidelines:

- *Your accompanying description must be less than 80 words.*

#### Assigned Date Definition:

- *Your assigned date is defined as the following: 12:00 am to 11:59 pm in your time zone.*
- *Your assigned date will be communicated to you by September 24, 2013.*



**Do you tweet?  
So do we!**

@aapipcircles  
@aapip  
#givingcircles