



**Spring2ACTion**

**Alexandria's Giving Day**

*Presented by ACT for Alexandria*

**April 28, 2021**

## What is Spring2ACTion?

**Spring2ACTion is Alexandria's Giving Day**, a 24-hour call to ACTION to get online and give! Presented by ACT for Alexandria, this day has raised \$13M in the past 10 years for the programs and services that support our families, children, seniors, veterans, animals and more.

This day is an easy and fun way for all of us to give together while lifting up our local nonprofits that provide arts and culture, education, health and basic needs and more to our community!

**We need YOU!** As an official **Spring2ACTion Ambassador** you are ensuring we have all corners and all voices of Alexandria involved in spreading the love.

To learn more, visit [Spring2ACTion.org](https://Spring2ACTion.org)





## Do More. Spring2ACTion.

### Want to help?

Here are all the ways. And we make it easy! Pick one or several things you are willing to do. We give you all you need—templates, copy & paste text, speaking points, graphics, and marketing materials!



#### Spread the word!

Submit articles or short blurbs to local newsletters and bulletins, put up posters or speak to civic groups and PTOs that you are a part of around Alexandria.



#### Open up your address book!

Send a few emails to your personal and professional networks about Spring2ACTion, sharing your giving story.



#### Raise your hand to fundraise!

Be a fundraiser for an organization or cause and set a goal. Your friends and family can help you reach that goal and support a nonprofit or a community need you are passionate about.



#### Give!

Make a donation to your favorite organization(s) and encourage others to give on April 28<sup>th</sup>!



#### Share why you give!

Use your social media channels to promote Spring2ACTion and tell your story of who you support and why being a part of this day is important.

To get involved, email  
[brandi.yee@actforalexandria.org](mailto:brandi.yee@actforalexandria.org).