LET'S BUILD HIS TABERNACLE

GIVINGTUESDAY
Member Social Media Toolkit

Campaign Vision

The Church of God is pursuing the goal to **build a new Assembly Tabernacle** in Cleveland, Tennessee. The Tabernacle is a place to host our annual Church gathering and the launching point for worldwide ministry.

This Giving Tuesday, we're calling on every member, every family, and every friend to join together with small gifts and big hearts.

No gift is too small.

Whether it's **$1, $5, $10, or $20,** each offering builds upon another - and every social media share helps our reach grow even further.

Together, we'll make history as we **rise and build.**

"Let us rise up and build." Nehemiah 2:18

Campaign Overview

Campaign Name: Let's Build His Tabernacle

Date: First Tuesday after Thanksgiving

Goal: Maximum social media reach and participation

Focus: Small gifts from many hearts. Look for social media posts about our Tabernacle fundraiser - new messages, scriptures, and graphics - all centered on unity, generosity, and faith. Members are encouraged to share these posts and help spread the word leading up to Giving Tuesday.

How You Can Be Involved

1. Follow & Share

- Follow The Church of God's official social media pages:
  - Facebook.com/tcoghq
  - Instagram.com/tcoghq
  - thechurchofgod.org/tabernacle
- Like, share, or repost campaign posts.
- Use the campaign hashtags: #LetsBuildHisTabernacle #TheChurchOfGod #GivingTuesday #RiseAndBuild

2. Give What You Can

- Visit thechurchofgod.org/tabernacle (or scan the QR code).
- Give a simple gift of **$1, $5, $10, or $20.**
- Every contribution counts - and every share multiplies impact.

3. Post Your Own Message (Optional)

- If you'd like to personalize your participation, here are a few sample captions you can copy or adapt:
  - "I'm helping build our Assembly Tabernacle! Join me in giving just $5 to the Tabernacle Project this Giving Tuesday. Every gift builds. Every share reaches. [link] #LetsBuildHisTabernacle #TheChurchOfGod #GivingTuesday2026"
  - "Together, we rise and build! I gave to the Tabernacle Project because I believe in what God is building through His Church. Join me: [link] #RiseAndBuild #LetsBuildHisTabernacle"

4. Encourage Others

- Tag 3 friends and challenge them to give.
- Share the campaign post in your church group chat or story.
- Use social media to spread encouragement, not pressure!

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Weekly Focus Plan

Week	Theme	Member Action
Nov 1-7	Vision & Unity	◯ Share the launch post and tag 3 friends
Nov 8-14	Small Gifts, Big Impact	◯ Give a small amount and post "I gave!"
Nov 15-21	Stories of Faith & Purpose	◯ Share why this project matters to you.
Nov 22-28	Gratitude & Giving	◯ Post the Black Friday or Cyber Monday giving message.
Dec 1	Giving Tuesday	◯ Share the final post, give, and join the livestream or celebration recap.

Quick Links

Give Online: thechurchofgod.org/tabernacle

Main Hashtags:
#LetsBuildHisTabernacle #GivingTuesday #TheChurchOfGod #RiseAndBuild

Contact: rmontgomery@thechurchofgod.org

Design & Branding Notes

When sharing or creating your own posts:

- Use the official campaign logo (attached or downloadable from the website).
- Stick to blue, gray, and purple for visual consistency.
- Keep messages short, hopeful, and faith-centered.
- Always tag the official church account in your post or story.

Thank You

Every member, every post, every dollar makes a difference. Through our unity, faith, and determination, we are building not just a structure - but a lasting testimony to the glory of God. **Together, let's build His Tabernacle.**