

# USC Shoah Foundation

The Institute for Visual History and Education

## Talking about a problem won't fix it

Doing the right thing isn't always easy. Not only does it take courage, it can feel like you're swimming alone against an overwhelming tide of opposition. But it's the responsibility of each one of us to choose the righteous path, no matter the obstacles. If we wait for others to do it, it'll never happen.

## Creating change begins with you

But you don't have to do it alone. The 54,000 voices of genocide survivors and eyewitnesses preserved in the Visual History Archive can inspire and guide us while we make the sometimes difficult choices to be tolerant, to become educated, to stand up and take action against the many wrongs in the world.

## Make an impact

Your generous donation to USC Shoah Foundation will help us teach these values to people around the world by supporting numerous programs such as recording new testimonies, reaching students across the globe with our educational programs, aiding scholars doing important research and teaching interns to carry on our work into the future. This Giving Tuesday, Nov. 29, 2016, help us combat hatred and inspire tolerance through the power of testimony by giving an [online donation](#).

## How to Join #BeginsWithMe:

This toolkit provides everything you need to participate in [#BeginsWithMe](#) individually and gives you the tools to encourage friends and family to join!

**#GIVINGTUESDAY™**

## Make an Impact: Donate

The easiest way to join #BeginsWithMe is to donate online or via your mobile device. Your gift of \$75 will support the Annual Fund including initiatives such as the [Junior Intern program](#), [Teach educator trainings](#), [visiting scholars' lectures](#), [USC interns](#) and [the collection of Holocaust survivor testimonies](#).

- Help us reach our goal of **\$10,000** this #GivingTuesday by giving \$75\* to reach more students, educators, and researchers around the world.  
*\*(or any other amount)*
- How to Give: Text "Testimony" to 41444 to donate via your mobile device or [click here](#) to give online to support the Annual Fund.



**1 Send Text to 41444**

**2 Type:TESTIMONY**

**3 Hit Send**

Encourage friends and family to donate to help us reach our goal. Share on social media your support of USC Shoah Foundation. Suggested post below:



This #GivingTuesday join me in supporting changing the world through testimony #Beginswithme <http://ow.ly/H7cJ305yQOD>

## Spread the word: #BeginsWithMe

Join #BeginsWithMe on social media and help us reach more individuals on #GivingTuesday. Take a picture with the #BeginsWithMe campaign card and share your support for USC Shoah Foundation.



Step 1: Download and [print the sign here](#). Fill in the blanks with your name and how testimony inspires you to make a difference. For example:

- Tolerance #BeginsWithMe
- Change #BeginsWithMe
- Education #BeginsWithMe
- Standing Up #BeginsWithMe

Step 2: Take a photo of yourself holding the sign.

Step 3: Upload the photo on Facebook, Instagram or Twitter. Remember to include #BeginsWithMe in your posts. Encourage your friends, followers and family to join the campaign by tagging them in the photos.

**Make sure to follow USC Shoah Foundation**





Email Template: Share this email template with your friends and family throughout November to encourage donating to USC Shoah Foundation on #GivingTuesday. Feel free to copy, paste, or adjust as you see fit.

Dear \_\_\_\_\_,

I hope you will join me in supporting USC Shoah Foundation – The Institute for Visual History and Education, on **November 29, 2016**, for #GivingTuesday, a day dedicated to global philanthropic giving.

I support USC Shoah Foundation because I have experienced how testimony is able to inspire teachers, students, researchers and all kinds of individuals throughout the world to stand up against injustice and intolerance.

The [Visual History Archive](#) preserves more than 54,000 eyewitness testimonies to genocide and mass atrocities including the Holocaust, Armenian Genocide, Genocide against the Tutsi in Rwanda, Guatemalan Genocide and the Nanjing Massacre. By recording and preserving testimonies, USC Shoah Foundation is able to educate new generations about the dangers and consequences of prejudicial hatred.

Testimony teaches how individuals who stand up to hatred and intolerance can create tangible positive changes, but it starts with a choice. Taking action to do the right thing isn't always easy. It takes courage, and can often feel like you're swimming alone against an overwhelming tide of opposition. But it is all of our responsibilities to choose the righteous path, despite the obstacles. Never think one person cannot make a difference. Never think the fight is too big. Together, our actions can have a massive impact, but it starts with each one of us, individually.

Show the world that it begins with you. Join me in supporting USC Shoah Foundation's [#BeginsWithMe campaign](#) on Tuesday, November 29, 2016, to support numerous programs such as recording new testimonies, creating new educational programs for students around the globe, aiding scholars' research and teaching interns to carry out this work for the future. Help me to show the world that we are better than hateful rhetoric and violence. Help me make our future better.

Click here to [donate](#) and join [#BeginsWithMe](#) this Giving Tuesday.

Thank you,

(Insert your name)

*Thank you for participating in the #BeginsWithMe campaign supporting USC Shoah Foundation. Through your support you are helping to change the world through testimony.*

#BEGINS  
WITH  
ME

**LEADING CHANGE THROUGH TESTIMONY**  
The Annual Fund