



“I am the Charitable Deduction” YouTube Channel and Petition Drive

As the charitable tax deduction faces unprecedented threats, it is more important than ever for the public to reach lawmakers about the important role of charities in our communities and the need to protect the charitable tax deduction.

That’s why we’re excited to launch a Protect Giving “I am the Charitable Deduction” YouTube Channel and petition drive through Change.org. **To make these efforts successful and make a strong case to lawmakers, we need your support and active participation!** Using online platforms to engage citizens is an easy way for people to voice their support for charitable giving and to protect the charitable deduction.

Here's how it works:

Protect Giving Petition

The Coalition has developed a petition (link below) through Change.org to allow the general public to reach target lawmakers about the importance of protecting the charitable tax deduction. The petition is designed to allow people touched by the Coalition’s member network and charitable giving to easily voice their support.

<http://www.change.org/petitions/president-obama-and-members-of-congress-protect-the-charitable-tax-deduction>

The petition provides information about the Coalition, a call to action and a direct message to lawmakers. When people sign, they will have the option to include a comment about why protecting the charitable deduction is important to them and to share the petition via social media directly from Change.org’s site. Follow-up emails will be sent to signers to thank them and update them on any major developments.

Web Button

We’ve developed a “web button” (below) for Coalition members to post on their website, urging people to join the effort to #protectgiving and sign the petition. When visitors click on the button, they will be directed to the petition.



HTML language your website administrators can use to ensure the web button posted to your home page links to the petition:

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<div style="padding: 10px; float: left;"><a href="http://www.change.org/petitions/president-obama-and-members-of-congress-protect-the-charitable-tax-deduction" target="_blank"></a></div>
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Protect Giving's "I am the Charitable Deduction" YouTube Channel

We developed a Coalition YouTube Channel at the link below to provide an opportunity for those who benefit from charitable giving to share their stories:

https://www.youtube.com/channel/UCiPFeiT3J_5KSa8GfNc90RA/feed?view_as=public

We encourage Coalition members (and their networks) to submit brief videos highlighting our "I am the Charitable Deduction" effort. Below are the directions you can provide along with the petition:

E-mailing your 15- second "I am the charitable deduction" videos is easy:

First, identify those who benefit from charities supported by the charitable deduction, including your employees.

Second, ask them to tell how they benefit from the charitable tax deduction in three short sentences. Start and end the on-camera testimonials with the same sentence: "I am the charitable tax deduction."

Here are two examples:

"I am the charitable tax deduction. My name is Jorge Mendez and I have a job working for a charity in our town. I am the charitable tax deduction."

"I am the charitable tax deduction. My name is Jill St. John and I am counting on important cures research. I am the charitable tax deduction."

Third, send the video as an attachment to this e-mail address: ayvoaonhckll@m.youtube.com. We will upload it to the "I am the charitable deduction" channel. Please include information about the person featured in the video and the nonprofit they are talking about.