# INTERNATIONAL CHARITY FRAUD AWARENESS WEEK 2019

**BACKGROUND:**
The Federal Trade Commission has put together a social media toolkit for **International Charity Fraud Awareness Week 2019**, which will take place **Oct. 21 – 25, 2019**. We highly recommend partners use the educational materials below.

**HOW TO GET INVOLVED/INSTRUCTIONS:**
Join us in raising awareness of common charity fraud risks and counter-fraud best practice.
Take part in our social media campaign using both **#CharityFraudOut** and **#CharityFraudOut2019** – use our suggested tweets and posts or create your own. There are associated campaign URLs to track how well the social media campaign does. The FTC uses Twitter, Facebook, LinkedIn, and YouTube but that does not mean that partners cannot use the educational materials below on different platforms, such as Instagram. Feel free to personalize posts with the name of your state, organization or official. Also, if you're able, please track the hashtags both **#CharityFraudOut** and **#CharityFraudOut2019** during the week and Retweet/Repost/Share partners' posts.

**SOCIAL MEDIA POSTS:**
**PLEASE NOTE: Social media content is strictly embargoed until Monday, Oct. 21, 2019.**

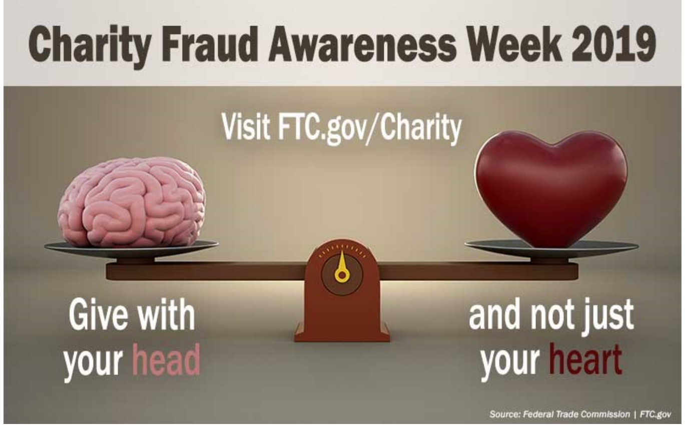
**TIMING:**
We recognize everyone is busy and on different time zones but we think the campaign and hashtags will be most effective if conducted in Twitter-storm format. That is – posts timed, posted, and/or scheduled together. **The FTC plans to start posting using both hashtags at 9am ET and plans to do at least five posts a day all the way through 5pm ET**.

**HASHTAGS:**
The order of posts for each day does not matter but they must fall within the appropriate theme of the day and must use both **#CharityFraudOut** and **#CharityFraudOut2019** as hashtags. Other popular hashtags to use in addition to campaign hashtags (suggested if you have space):
**#Charity #CharityFraud**

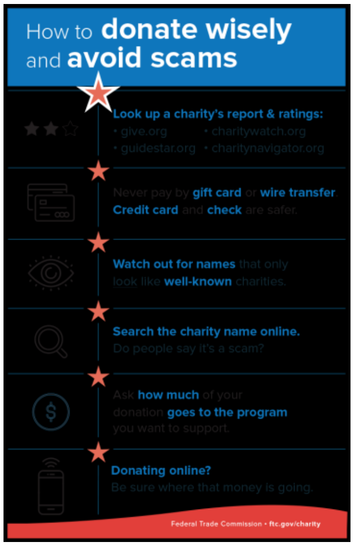
## DAY 1: ALL TOGETHER NOW: CURRENT FRAUD RISKS

**TWEETS:**

1. It's Charity Fraud Awareness Week 2019! Give with your head and not just your heart. Watch for scammers taking advantage of your generosity. Visit **https://go.usa.gov/xVtbk** for more info! #CharityFraudOut2019 #CharityFraudOut **[use head/heart image below]**


Charity Fraud Awareness Week 2019
Visit FTC.gov/Charity
Give with your head
and not just your heart
Source: Federal Trade Commission | FTC.gov

2. When you decide to support a cause, your donation should count – not go to scammers. Find tips on how to research a charity and plan your giving at https://go.usa.gov/xVtbk #CharityFraudOut2019 #CharityFraudOut **[use How to donate wisely and avoid scams image below]**



How to **donate wisely** and **avoid scams**

**Look up a charity's report & ratings:**
- give.org
- charitywatch.org
- guidestar.org
- charitynavigator.org

Never pay by **gift card** or **wire transfer**. **Credit card** and **check** are safer.

**Watch out for names** that only look like **well-known** charities.

**Search the charity name online.** Do people say it's a scam?

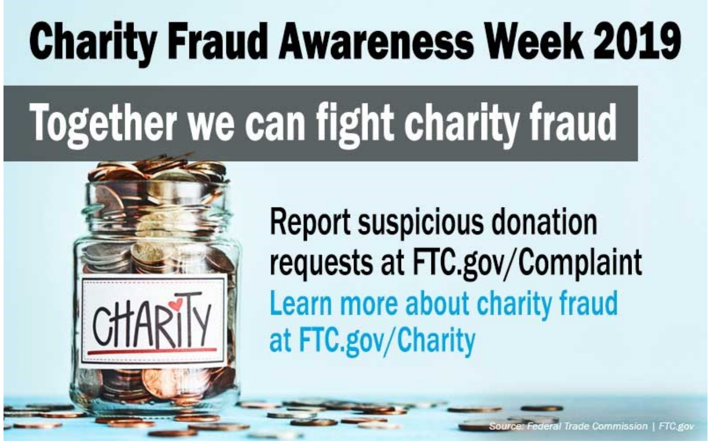
Ask **how much** of your donation **goes to the program** you want to support.

**Donating online?** Be sure where that money is going.

Federal Trade Commission • ftc.gov/charity

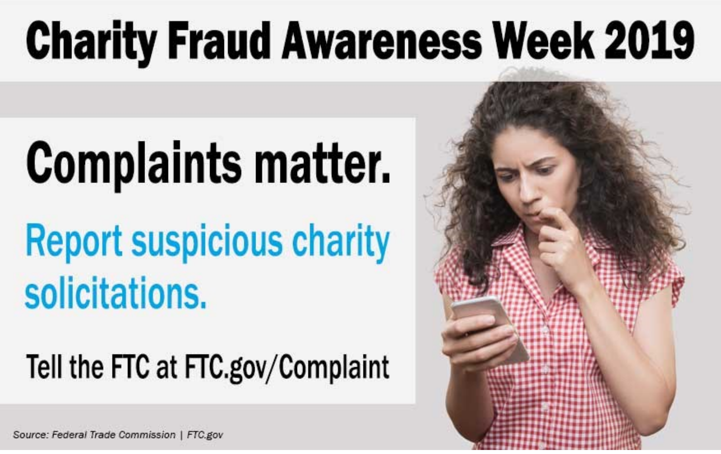
3. Join forces with the FTC to fight charity fraud. Educate yourself on how to stop scammers and report bogus donation requests to the FTC. Learn more about charity fraud at https://go.usa.gov/xVtbk. #CharityFraudOut2019 #CharityFraudOut **[use How to donate wisely and avoid scams image above]**

4. Together we can fight charity fraud. Report suspicious donation requests at FTC.gov/complaint. Learn more about charity fraud at [https://go.usa.gov/xVtbk](https://go.usa.gov/xVtbk). #CharityFraudOut2019 #CharityFraudOut **[use together we can fight fraud… image below]**


Charity Fraud Awareness Week 2019
Together we can fight charity fraud
CHARITY
Report suspicious donation requests at FTC.gov/Complaint
Learn more about charity fraud at FTC.gov/Charity

Source: Federal Trade Commission | FTC.gov

5. Report suspicious charity solicitations. Your reports matter. Tell the FTC at FTC.gov/Complaint #CharityFraudOut2019 **[use Complaints matter, report… image below]**


Charity Fraud Awareness Week 2019
Complaints matter.
Report suspicious charity solicitations.
Tell the FTC at FTC.gov/Complaint

Source: Federal Trade Commission | FTC.gov

6. DYK that when you donate online, your money may first go to an org that accepts the donation and gives you a tax receipt? That intermediary organization might also keep a service fee. Learn more: [https://go.usa.gov/xVtbM](https://go.usa.gov/xVtbM) #CharityFraudOut2019 #CharityFraudOut **[use donating online image below]**

Charity Fraud Awareness Week 2019
Donating online?
Do you know where your money goes?
Visit FTC.gov/Charity
DONATE
Source: Federal Trade Commission | FTC.gov

7. If giving online, be sure you know how your money gets to the charity you're supporting, how much of it gets there, and when. Here's some guidance on how to do that: [https://go.usa.gov/xVtbM](https://go.usa.gov/xVtbM) #CharityFraudOut2019 #CharityFraudOut **[use donating online image above]**

8. Donating online? Do you know where your money goes? Tips: [https://go.usa.gov/xVtbM](https://go.usa.gov/xVtbM) #CharityFraudOut2019 #CharityFraudOut **[use donating online image above]**

9. Donating online? How long will it be before the charity gets your money? Know before you give. Learn more: [https://go.usa.gov/xVtbM](https://go.usa.gov/xVtbM) #CharityFraudOut2019 #CharityFraudOut **[use donating online image above]**

**FACEBOOK/LINKEDIN POSTS:**

1. On crowdfunding sites and social media, many requests to donate to individuals and charities are legit, but some are scams. For example, scammers might use real pictures and stories about people in need to ask for donations, but the money goes into the scammers' pockets. Crowdfunding sites may have little control over how donations are spent. Also, if tax deductions are important to you, remember that donations to individuals are not tax-deductible. Learn more: [https://go.usa.gov/xVtj4](https://go.usa.gov/xVtj4) #CharityFraudOut2019 #CharityFraudOut **[use crowdfunding image below]**

2. Considering donating through a website or social media platform that promises to send your contribution to your chosen charity? That’s a giving portal. Know more before you give. Here’s what to look for: https://go.usa.gov/xVtbs #CharityFraudOut2019 #CharityFraudOut **[use donating online image below]**

Charity Fraud Awareness Week 2019
Donating online?
Do you know where your money goes?
Visit FTC.gov/Charity
DONATE
Source: Federal Trade Commission | FTC.gov

3. Your friend posts on social media about a charity they’d like you to donate to. But that doesn’t mean the charity is legitimate. Do your own research. Make sure any links for donations are legitimate. Call or contact your friend offline and ask about their post and the charity. Visit https://go.usa.gov/xVtj4 for more info. #CharityFraudOut2019 #CharityFraudOut **[use crowdfunding image below]**

5. If someone wants donations in cash, by gift card, or by wiring money, DON’T DO IT! That’s how scammers ask you to pay. To be safer, pay by credit card or check. Learn more at https://go.usa.gov/xVtb2 #CharityFraudOut2019 #CharityFraudOut **[use gift card image below]**

Charity Fraud Awareness Week 2019
Scammers may ask you to pay by gift card – don’t do it.
That’s a sure sign of a scam.
Visit FTC.gov/Charity
gift card
Source: Federal Trade Commission | FTC.gov

## DAY 2: FUNDRAISING

**TWEETS:**

1. Research before you give. Watch this PSA on avoiding sham charities, announced during the #DonateWithHonor campaign: https://youtu.be/ZWG9O-rB2qc #CharityFraudOut2019 #CharityFraudOut

2. Be careful: Scammers may make the caller ID look like their fundraising calls come from your local area code, a Washington, D.C. area code, or from an organization you know. More: FTC.gov/Calls #CharityFraudOut2019 #CharityFraudOut **[use caller ID spoofing image below]**

CALLER ID SPOOFING

Don't trust your caller ID.

Scammers can make any name or number show up on your caller ID. That's called spoofing.

How it can happen:

1. Scammers use automated dialing software to set up robocalls.

2. They decide what to display on your caller ID. It could look like a local call.

3. They start calling, and can make millions of calls over internet phone lines in minutes.

What you can do:
Use call blocking. Talk to your phone carrier and read expert reviews about your options.

Learn more at ftc.gov/calls

3. Choose your cause w/ your heart; choose your organization w/ your head. Make sure your donation counts: https://youtu.be/k0cfWTC5lHA #CharityFraudOut2019 #CharityFraudOut

4. Don't donate by gift card, or wire transfer – that's how scammers often ask you to pay. It's safer to pay by credit card or check. Ask questions before you give to avoid charity fraud. Watch to learn more: https://youtu.be/k0cfWTC5lHA #CharityFraudOut2019 #CharityFraudOut

5. Make your donation count. Ask questions like "How much of my donation will be used for the specific programs I want to support?" For more tips, go to FTC.gov/Charity. Watch: https://youtu.be/k0cfWTC5lHA #CharityFraudOut2019 #CharityFraudOut

6. Sleep on it. A legitimate charity will welcome your donation any time. For more tips go to FTC.gov/Charity. Make your donations count: https://youtu.be/k0cfWTC5lHA #CharityFraudOut2019 #CharityFraudOut

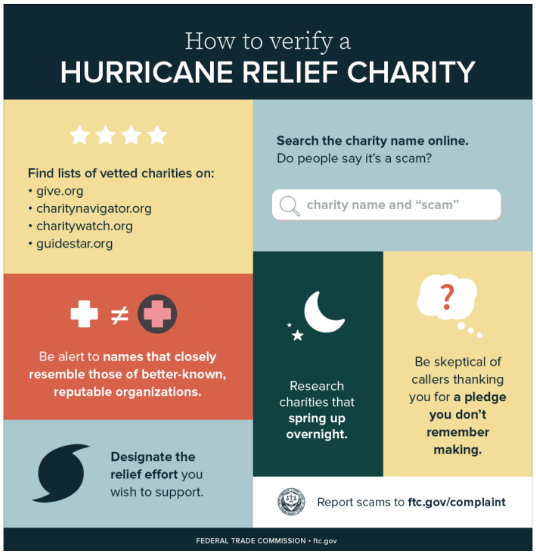
7. Ask how much of your donation goes to the program you want to support. For more tips, go to FTC.gov/Charity. Make your donations count: https://youtu.be/k0cfWTC5lHA #CharityFraudOut2019 #CharityFraudOut

8. Watch for telemarketers who thank you for a donation you never made. They're trying to trick you into paying them. For more tips, go to FTC.gov/Charity Make your donations count: https://youtu.be/k0cfWTC5lHA #CharityFraudOut2019 #CharityFraudOut

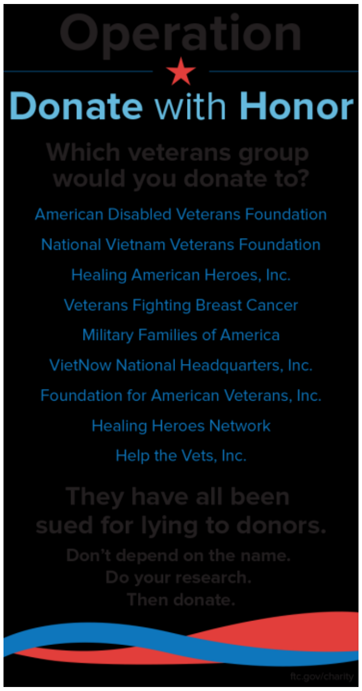
9. Not sure if a charity is legit? Search online for the charity's name, plus words like "complaint," "review," "rating," and "scam." Visit https://go.usa.gov/xVtbk for more info. #CharityFraudOut2019 #CharityFraudOut **[use online search image below]**

Charity Fraud Awareness Week 2019
Not sure if a charity is legit?
Search online for the charity's name, plus words like "complaint," "review," and "scam."
Visit FTC.gov/Charity
Source: Federal Trade Commission | FTC.gov

10. Want to help w/ disaster relief? Just b/c there are fraudsters who prey on donors, that doesn't mean you should stop giving. Many great charities need your money to help disaster victims. Keep giving, but always do your research first. Visit https://go.usa.gov/xVtbk for more info. #CharityFraudOut2019 #CharityFraudOut **[use online hurricane relief image below]**


How to verify a
HURRICANE RELIEF CHARITY
Find lists of vetted charities on:
• give.org
• charitynavigator.org
• charitywatch.org
• guidestar.org
Search the charity name online.
Do people say it's a scam?
charity name and "scam"
≠
Be alert to names that closely resemble those of better-known, reputable organizations.
Research charities that spring up overnight.
?
Be skeptical of callers thanking you for a pledge you don't remember making.
Designate the relief effort you wish to support.
Report scams to ftc.gov/complaint
FEDERAL TRADE COMMISSION • ftc.gov

11. Want to help veterans? Many legit charities support military members and their families, but some will spend nearly all of your donation on fees. Other organizations are outright scams. Learn more: https://go.usa.gov/xVtjc #CharityFraudOut2019 #CharityFraudOut #Milfams **[use Donate w/ Honor image below]**



Operation ★ Donate with Honor

Which veterans group would you donate to?

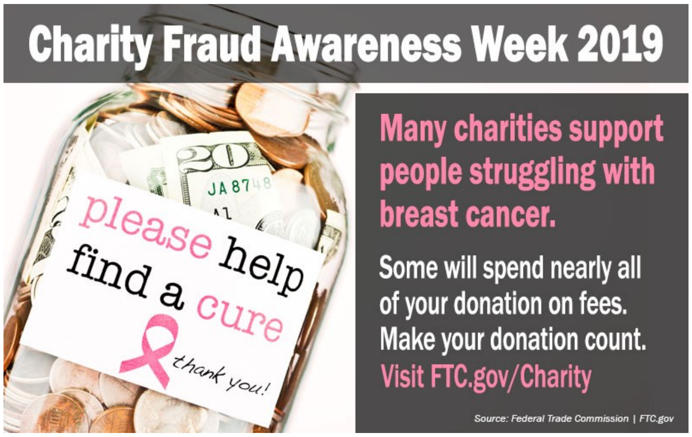
American Disabled Veterans Foundation<br>
National Vietnam Veterans Foundation<br>
Healing American Heroes, Inc.<br>
Veterans Fighting Breast Cancer<br>
Military Families of America<br>
VietNow National Headquarters, Inc.<br>
Foundation for American Veterans, Inc.<br>
Healing Heroes Network<br>
Help the Vets, Inc.

They have all been sued for lying to donors.

Don't depend on the name.
Do your research.
Then donate.

ftc.gov/charity

12. Want to help people with breast cancer? Many legit charities support people struggling w/ breast cancer, but some will spend nearly all of your donation on fees. Other organizations are outright scams. Learn more: https://go.usa.gov/xVtbk #CharityFraudOut2019 #CharityFraudOut **[use breast cancer donation image below]**



Charity Fraud Awareness Week 2019

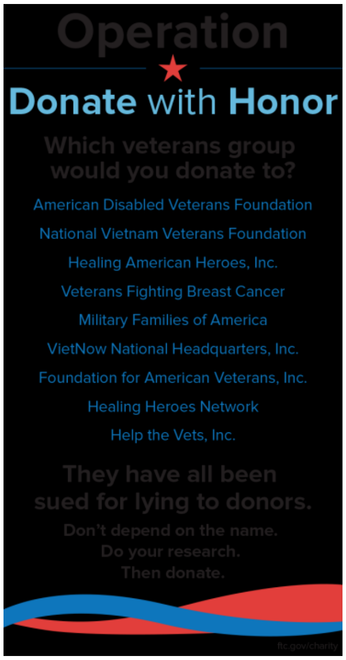
Many charities support people struggling with breast cancer.

Some will spend nearly all of your donation on fees. Make your donation count. Visit FTC.gov/Charity

Source: Federal Trade Commission | FTC.gov

**FACEBOOK/LINKEDIN POSTS:**

1. Scammers use official-sounding names and official-looking websites, show people in military uniform, or use the logo of a military branch. Do research, ask questions, don't pay with cash, wire transfer or gift card. Learn more: https://go.usa.gov/xVtbh #CharityFraudOut2019 #CharityFraudOut #Milfams



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VietNow National Headquarters, Inc.

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They have all been sued for lying to donors.

Don't depend on the name.
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2. Do your research: Check out a charity's report at BBB Wise Giving Alliance (@wisegiving), Charity Navigator (@CharityNav), CharityWatch, and @GuideStarUSA. Search online for the charity's name, plus words like "complaint," "review," "rating," and "scam." For more tips go to https://go.usa.gov/xVtb2 #CharityFraudOut2019 #CharityFraudOut **[use online search image below]**

Charity Fraud Awareness Week 2019

Not sure if a charity is legit?

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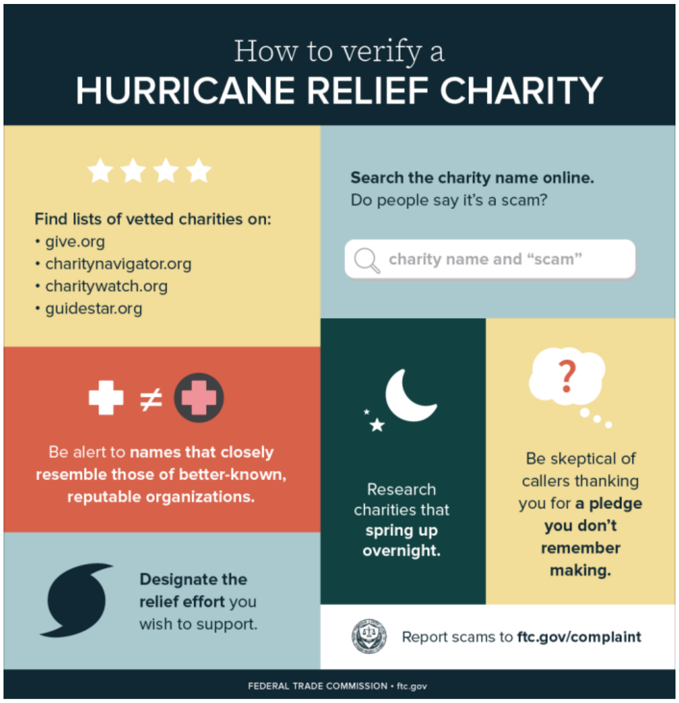

How to verify a

HURRICANE RELIEF CHARITY

★★★★

Find lists of vetted charities on:
- give.org
- charitynavigator.org
- charitywatch.org
- guidestar.org

Search the charity name online. Do people say it’s a scam?

charity name and “scam”

✚ ≠ ✚

Be alert to **names that closely resemble those of better-known, reputable organizations.**

Research charities that **spring up overnight.**

?

Be skeptical of callers thanking you for **a pledge you don’t remember making.**

**Designate the relief effort** you wish to support.

Report scams to **ftc.gov/complaint**

FEDERAL TRADE COMMISSION • ftc.gov

4. Not sure if a charity is legit? Search online for the charity’s name, plus words like “complaint,” “review,” “rating,” and “scam.” You can do the same search with the https://go.usa.gov/xVtb2 for more info. #CharityFraudOut2019 #CharityFraudOut **[use online search image below]**

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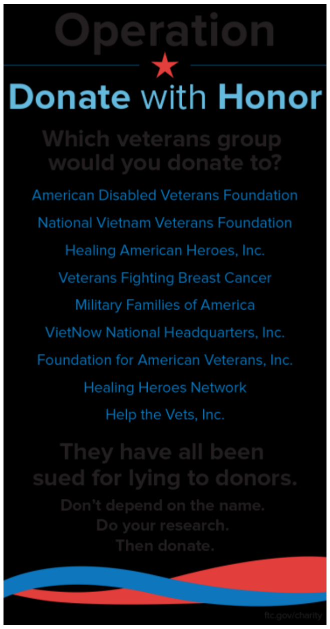
*Source: Federal Trade Commission | FTC.gov*

5. Many legit charities support servicemembers and their families, but some will spend nearly all of your donation on fees. Other organizations are outright scams. Learn more: https://go.usa.gov/xVtbh #CharityFraudOut2019 #CharityFraudOut #Milfams **[use Donate w/ Honor image below]**



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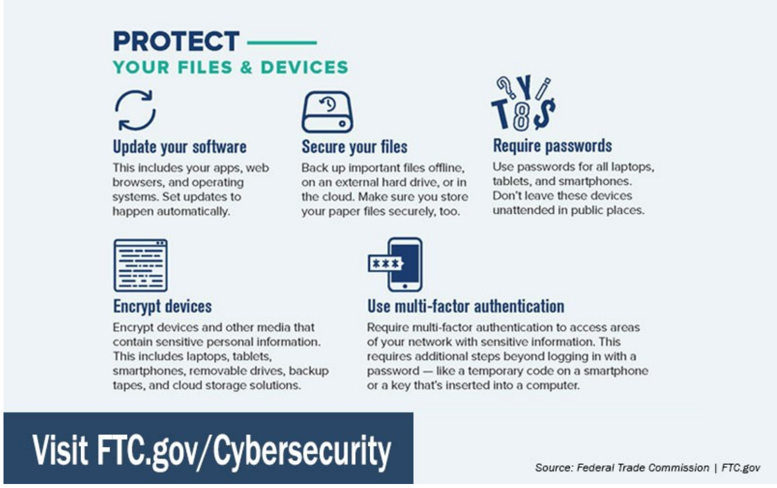
Charity Fraud Awareness Week 2019
please help find a cure
thank you!
Many charities support people struggling with breast cancer.
Some will spend nearly all of your donation on fees.
Make your donation count.
Visit FTC.gov/Charity
Source: Federal Trade Commission | FTC.gov

## DAY 3: CYBERSECURITY

**TWEETS:**

1. Do you run a charity org? Take time this week to check your charity's cybersecurity. Are your files and devices protected from cyber attacks? Update your software (apps, browser, op system), encrypt your devices, use multi-factor authentication. Learn how at https://go.usa.gov/xVtD9 #CharityFraudOut2019 #CharityFraudOut **[use cyber basics image below]**



PROTECT
YOUR FILES & DEVICES

**Update your software**
This includes your apps, web browsers, and operating systems. Set updates to happen automatically.

**Secure your files**
Back up important files offline, on an external hard drive, or in the cloud. Make sure you store your paper files securely, too.

**Require passwords**
Use passwords for all laptops, tablets, and smartphones. Don't leave these devices unattended in public places.

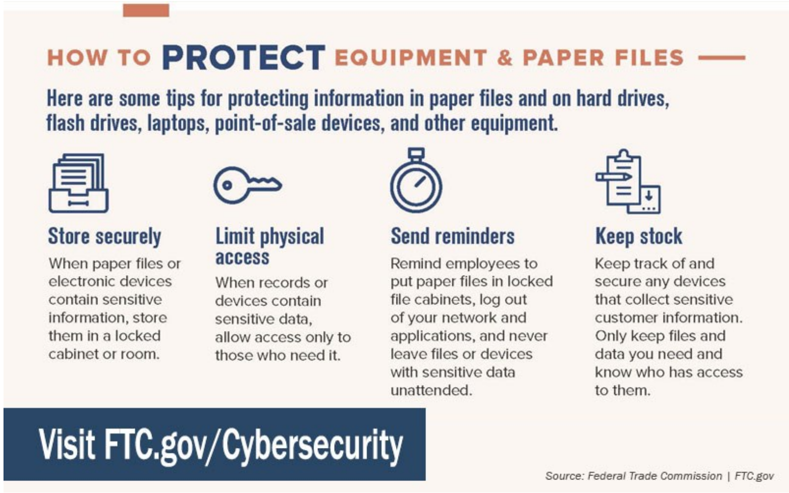
**Encrypt devices**
Encrypt devices and other media that contain sensitive personal information. This includes laptops, tablets, smartphones, removable drives, backup tapes, and cloud storage solutions.

**Use multi-factor authentication**
Require multi-factor authentication to access areas of your network with sensitive information. This requires additional steps beyond logging in with a password — like a temporary code on a smartphone or a key that's inserted into a computer.

Visit FTC.gov/Cybersecurity

Source: Federal Trade Commission | FTC.gov

2. Cybersecurity starts w/ strong physical security. International Charity Fraud Week is the perfect time to review how you're protecting info in paper files, hard drives, flash drives and other equipment. https://go.usa.gov/xVtDp #CharityFraudOut2019 #CharityFraudOut **[use physical security image below]**



HOW TO PROTECT EQUIPMENT & PAPER FILES

Here are some tips for protecting information in paper files and on hard drives, flash drives, laptops, point-of-sale devices, and other equipment.

**Store securely**
When paper files or electronic devices contain sensitive information, store them in a locked cabinet or room.

**Limit physical access**
When records or devices contain sensitive data, allow access only to those who need it.

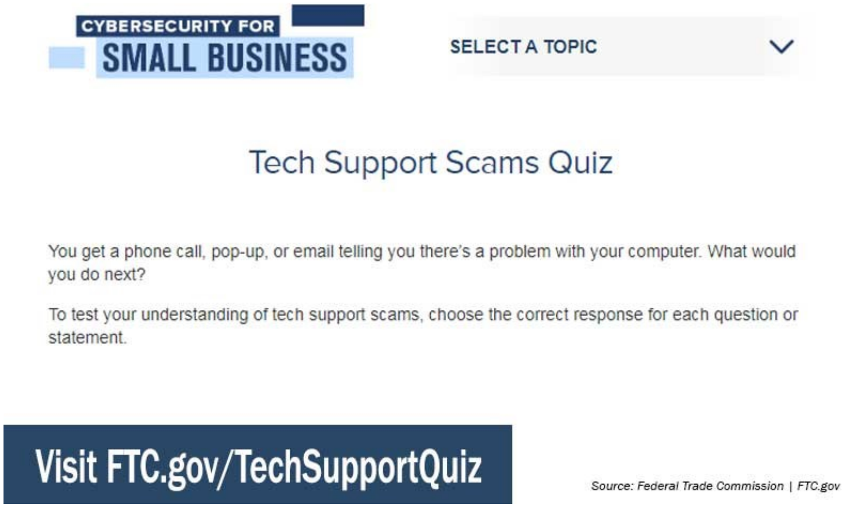
**Send reminders**
Remind employees to put paper files in locked file cabinets, log out of your network and applications, and never leave files or devices with sensitive data unattended.

**Keep stock**
Keep track of and secure any devices that collect sensitive customer information. Only keep files and data you need and know who has access to them.

Visit FTC.gov/Cybersecurity

Source: Federal Trade Commission | FTC.gov

3. Do you know how to protect your charity from tech support scams? Test your knowledge. Take the quiz: https://go.usa.gov/xVtDf #CharityFraudOut2019 #CharityFraudOut **[use quiz screenshot below]**



Tech Support Scams Quiz

You get a phone call, pop-up, or email telling you there's a problem with your computer. What would you do next?

To test your understanding of tech support scams, choose the correct response for each question or statement.

Visit FTC.gov/TechSupportQuiz

Source: Federal Trade Commission | FTC.gov

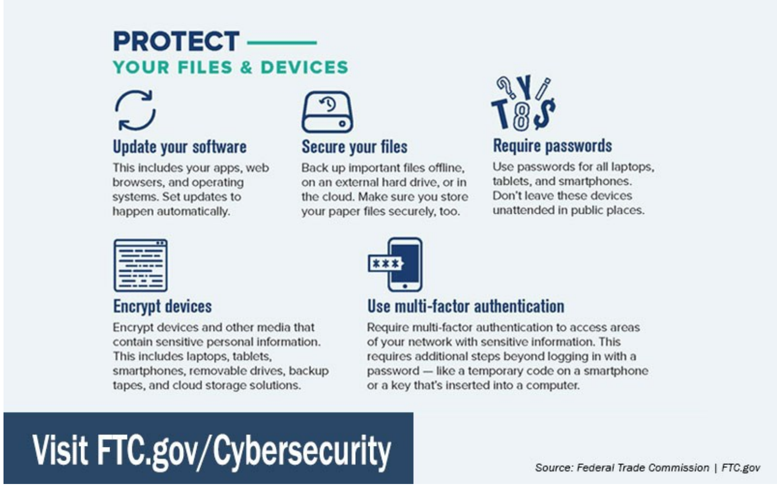
4. Charities: Has a phishing scam hooked your company's good name? FTC has advice on how to respond if your organization is impersonated in a phishing scam: https://go.usa.gov/xVtjk #CharityFraudOut2019 #CharityFraudOut **[use phishing image below]**

Phishing: Don't Take the Bait

*Phishing* is when you get emails, texts, or calls that seem to be from companies or people you know. But they're actually from scammers. They want you to click on a link or give personal information (like a password) so that they can steal your money or identity, and maybe get access to your computer.

Visit FTC.gov/Phishing

5. Take time this week to check your charity's cybersecurity. Are your files and devices protected from cyber attacks? Update your software (apps, browser, op system), encrypt your devices, use multi-factor authentication: https://go.usa.gov/xVtD9 #CharityFraudOut2019 #CharityFraudOut **[use cyber basics image below]**



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**Encrypt devices**
Encrypt devices and other media that contain sensitive personal information. This includes laptops, tablets, smartphones, removable drives, backup tapes, and cloud storage solutions.

**Use multi-factor authentication**
Require multi-factor authentication to access areas of your network with sensitive information. This requires additional steps beyond logging in with a password — like a temporary code on a smartphone or a key that's inserted into a computer.

Visit FTC.gov/Cybersecurity

Source: Federal Trade Commission | FTC.gov

6. Charities: Learn some cybersecurity basics and help protect your organization from cyber attacks. Watch this short video and share it with your employees: https://youtu.be/kGPCUvZZ6FM. #CharityFraudOut2019 #CharityFraudOut

7. Charities: Learn some cybersecurity basics and help protect your org from cyber attacks. Watch this short video and share it with your employees: https://youtu.be/kGPCUvZZ6FM #CharityFraudOut2019 #CharityFraudOut

8. Wondering how to protect your charity from email imposters? Use email authentication. It's not hard! Learn more: https://go.usa.gov/xVtDn #CharityFraudOut2019 #CharityFraudOut **[use biz email imposters image below]**

CYBERSECURITY FOR
SMALL BUSINESS

TOPIC: EMAIL IMPOSTERS

BUSINESS
EMAIL IMPOSTERS

Visit FTC.gov/Emailimposters

Source: Federal Trade Commission | FTC.gov

**FACEBOOK/LINKEDIN POSTS:**

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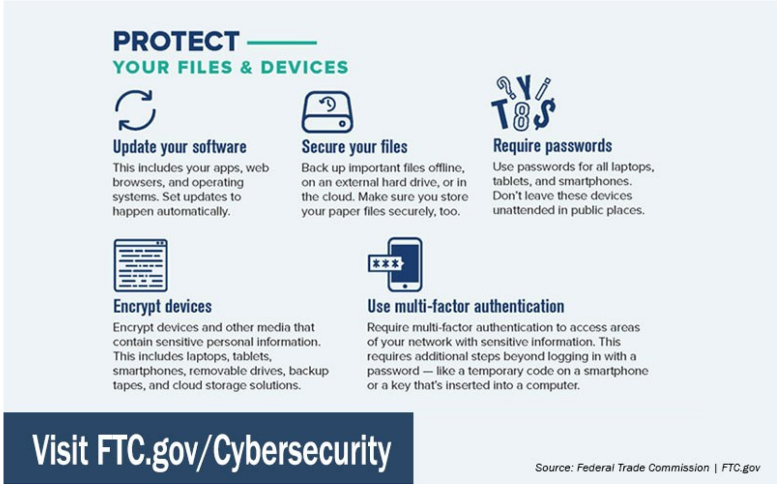

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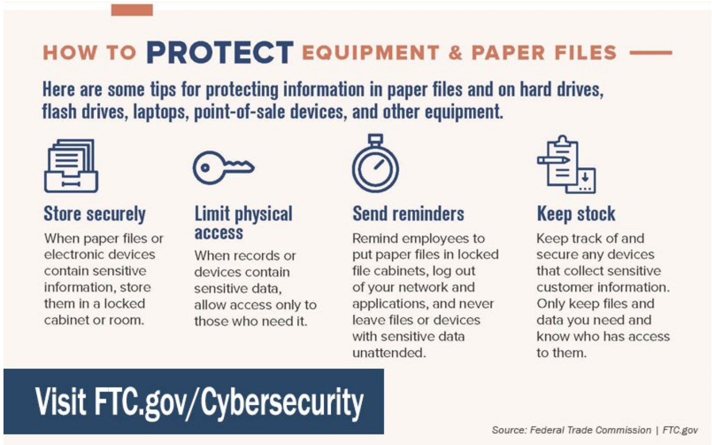
Visit FTC.gov/Cybersecurity

Source: Federal Trade Commission | FTC.gov

2. Think you don't have the time to learn about cybersecurity? Then you really won't have time to fix the damage to your charity's good name if your files are hacked and data about your donors, clients, or employees is stolen. Invest the time now to protect yourself in the future. Learn how at https://go.usa.gov/xVtbE #CharityFraudOut2019 #CharityFraudOut **[use protect files and devices image above]**

3. Cybersecurity starts with strong physical security. International Charity Fraud Week is the perfect time to review how you're protecting info in paper files, hard drives, flash drives and other equipment. https://go.usa.gov/xVtDy #CharityFraudOut2019 #CharityFraudOut **[use how to protect equipment and paper files image below]**



HOW TO PROTECT EQUIPMENT & PAPER FILES

Here are some tips for protecting information in paper files and on hard drives, flash drives, laptops, point-of-sale devices, and other equipment.

Store securely
When paper files or electronic devices contain sensitive information, store them in a locked cabinet or room.

Limit physical access
When records or devices contain sensitive data, allow access only to those who need it.

Send reminders
Remind employees to put paper files in locked file cabinets, log out of your network and applications, and never leave files or devices with sensitive data unattended.

Keep stock
Keep track of and secure any devices that collect sensitive customer information. Only keep files and data you need and know who has access to them.

Visit FTC.gov/Cybersecurity

Source: Federal Trade Commission | FTC.gov

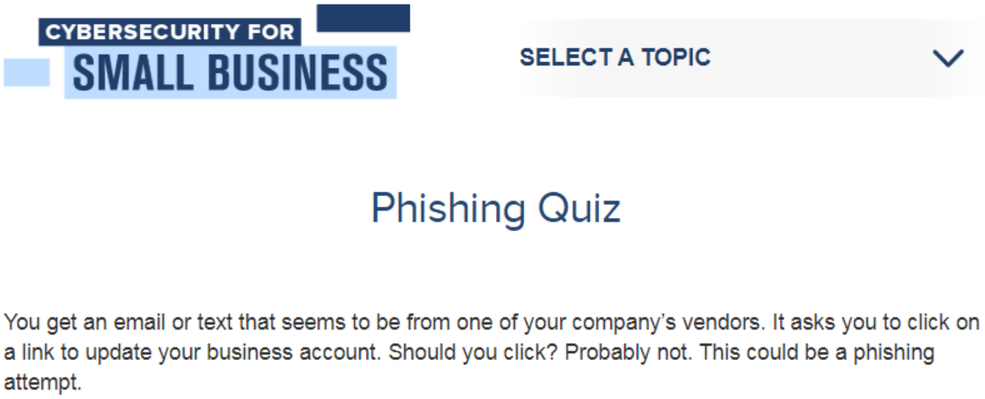
4. Watch this video to learn about ransomware and how to protect your non-profit organization: https://youtu.be/cy2ZWi49E2A #CharityFraudOut2019 #CharityFraudOut

5. Charities: Are you worried about your staff falling for a phishing attack? Share this to help them learn about phishing: https://go.usa.gov/xVtjZ  #CharityFraudOut2019 #CharityFraudOut **[use phishing image below]**

Phishing:
Don't Take the Bait
Visit FTC.gov/Phishing

*Phishing* is when you get emails, texts, or calls that seem to be from companies or people you know. But they're actually from scammers. They want you to click on a link or give personal information (like a password) so that they can steal your money or identity, and maybe get access to your computer.

6. Charities: Are you worried about your staff falling for a phishing attack? Have staff take this phishing quiz: https://go.usa.gov/xVtDv #CharityFraudOut2019 #CharityFraudOut **[use phishing quiz image below]**



Phishing Quiz

You get an email or text that seems to be from one of your company's vendors. It asks you to click on a link to update your business account. Should you click? Probably not. This could be a phishing attempt.

7. Have you just learned that your charity experienced a data breach? Find out what steps to take and who to contact if personal info was exposed: https://youtu.be/ijrmMecPAKE #CharityFraudOut2019 #CharityFraudOut

8. Did you get a notice that says your personal info was exposed in a data breach? Visit IdentityTheft.gov/databreach to learn what you can do to protect your identity: https://youtu.be/B2TlfMaoMlM #CharityFraudOut2019 #CharityFraudOut

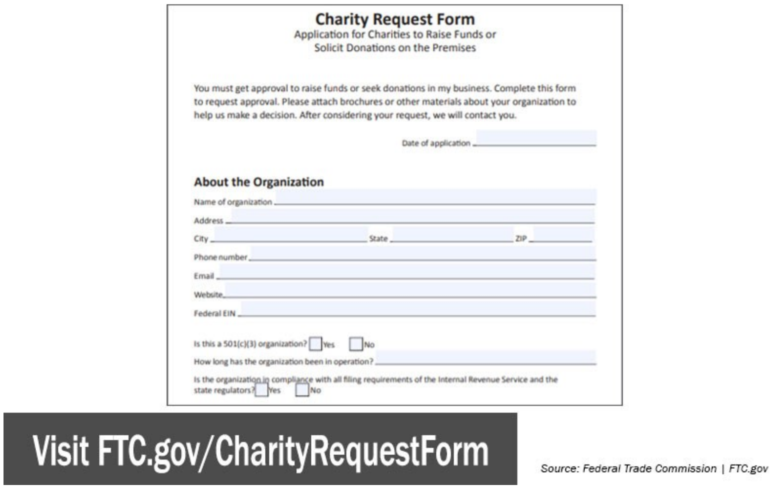
## DAY 4: INTERNAL FRAUD

**TWEETS:**

1. As a leader in your community, you may be asked to support local or nat'l charities. Supporting a charity can be a great thing to do, but before you give your time, money, or your business's name, make sure the request isn't a scam. Learn more: https://go.usa.gov/xVtbk #CharityFraudOut2019 #CharityFraudOut **[use leader in community image below]**

Charity Fraud Awareness Week 2019
As a leader in your community, you may be asked to support local or national charities.
Do your research.
Make sure it isn't a scam.
Visit FTC.gov/Charity
Source: Federal Trade Commission | FTC.gov

2. Businesses: Make it a policy to get anyone asking for fundraising help to give you basic information about the charity and the fundraiser. Be suspicious if they can't give you this information. You can use this Charity Request Form: https://go.usa.gov/xVtZf #CharityFraudOut2019 #CharityFraudOut **[use charity request form image below]**



**Charity Request Form**

Application for Charities to Raise Funds or
Solicit Donations on the Premises

You must get approval to raise funds or seek donations in my business. Complete this form to request approval. Please attach brochures or other materials about your organization to help us make a decision. After considering your request, we will contact you.

Date of application ____________

**About the Organization**

Name of organization ____________

Address ____________

City ____________ State ____________ ZIP ______

Phone number ____________

Email ____________

Website ____________

Federal EIN ____________

Is this a 501(c)(3) organization? □ Yes □ No

How long has the organization been in operation? ____________

Is the organization in compliance with all filing requirements of the Internal Revenue Service and the state regulators? □ Yes □ No

Visit FTC.gov/CharityRequestForm

Source: Federal Trade Commission | FTC.gov

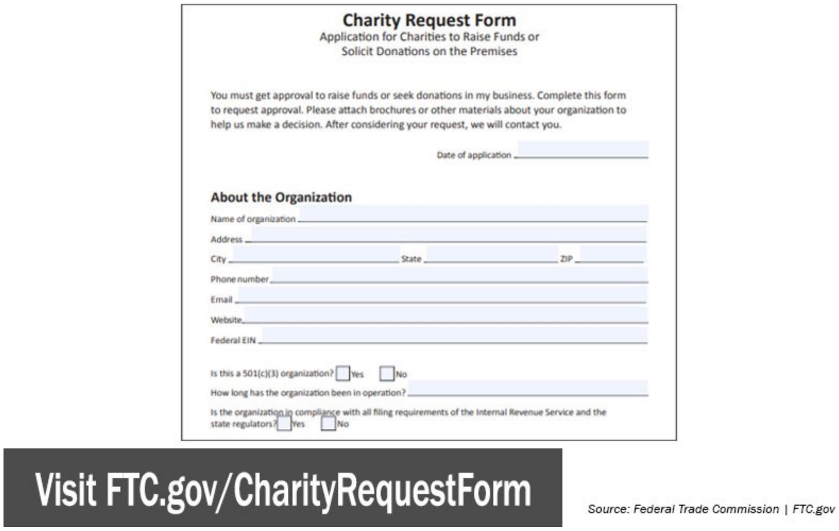
3. Crowdfunding has become very popular. It's an easy way to raise funds online. If your charity is looking to raise funds this way, remember that the rules of fundraising apply to crowdfunding: tell the truth about what the money is for and how it'll be used. Learn more: https://go.usa.gov/xVtjD #CharityFraudOut2019 #CharityFraudOut **[use crowdfunding image below]**

**FACEBOOK/LINKEDIN POSTS:**

1. As a leader in your community, you may be asked to support local or nat'l charities. Supporting a charity can be a great thing to do, but before you give your time, money, or your business's name, make sure the request isn't a scam. Don't risk your business's good name by supporting a fraudulent charity. Learn more: https://go.usa.gov/xVtb2 #CharityFraudOut2019 #CharityFraudOut **[use leader in community image below]**

Charity Fraud Awareness Week 2019
As a leader in your community, you may be asked to support local or national charities.
Do your research.
Make sure it isn't a scam.
Visit FTC.gov/Charity
Source: Federal Trade Commission | FTC.gov

2. Make it a policy to get anyone asking for fundraising help to give you basic information about the charity and the fundraiser. Be suspicious if they can't give you this information. You can use this Charity Request Form: https://go.usa.gov/xVtjn #CharityFraudOut2019 #CharityFraudOut **[use charity request form image below]**



**Charity Request Form**

Application for Charities to Raise Funds or
Solicit Donations on the Premises

You must get approval to raise funds or seek donations in my business. Complete this form to request approval. Please attach brochures or other materials about your organization to help us make a decision. After considering your request, we will contact you.

Date of application ____________

**About the Organization**

Name of organization ____________

Address ____________

City ____________ State ____________ ZIP ____________

Phone number ____________

Email ____________

Website ____________

Federal EIN ____________

Is this a 501(c)(3) organization? □ Yes □ No

How long has the organization been in operation? ____________

Is the organization in compliance with all filing requirements of the Internal Revenue Service and the state regulators? □ Yes □ No

Visit FTC.gov/CharityRequestForm

*Source: Federal Trade Commission | FTC.gov*

3. When your business supports a charity, you are lending your good name to that organization. Don't risk your reputation; make sure the charity is legitimate and that it supports the causes you care about. Get information from the charity and do some research. Learn more: https://go.usa.gov/xVtb2 #CharityFraudOut2019 #CharityFraudOut **[use leader in community image below]**

Charity Fraud Awareness Week 2019
As a leader in your community, you may be asked to support local or national charities.
Do your research.
Make sure it isn't a scam.
Visit FTC.gov/Charity

*Source: Federal Trade Commission | FTC.gov*

## DAY 5: KEEPING DATA SAFE

**TWEETS:**

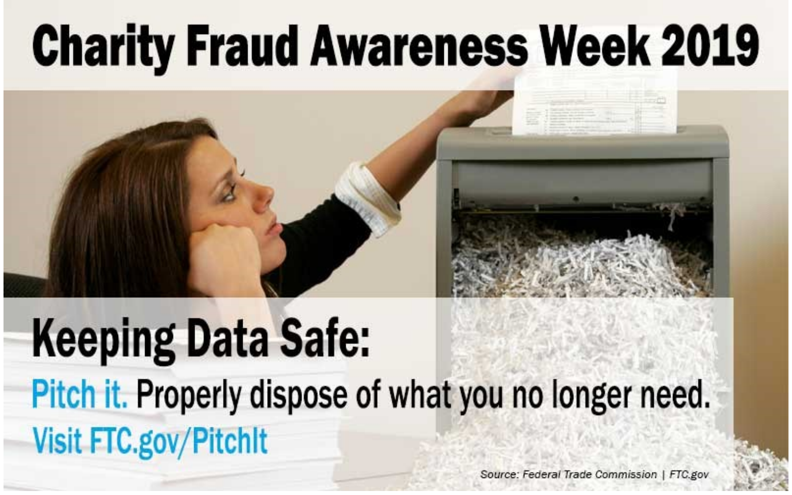
1. Charities: Scale down – If you don't have a legit business need for sensitive personally identifying information, don't keep it. In fact, don't even collect it. If you have a legitimate business need for the information, keep it only as long as it's necessary. Learn more: https://go.usa.gov/xVtDq #CharityFraudOut2019 #CharityFraudOut **[use shredding image below]**

Charity Fraud Awareness Week 2019
Keeping Data Safe:
Pitch it. Properly dispose of what you no longer need.
Visit FTC.gov/PitchIt
Source: Federal Trade Commission | FTC.gov

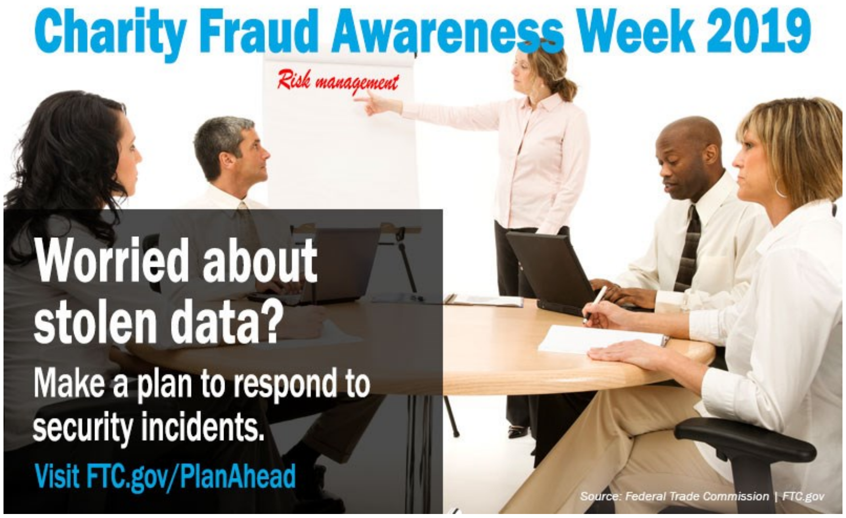
2. Many data compromises happen the old-fashioned way—through lost or stolen paper documents. Often, the best defense is a locked door or an alert employee. Tips on physical security: https://go.usa.gov/xVtDp #CharityFraudOut2019 #CharityFraudOut **[use Lock It image below]**

Charity Fraud Awareness Week 2019
Keeping Data Safe:
Lock it. Protect the information that you keep.
Visit FTC.gov/LockIt
Source: Federal Trade Commission | FTC.gov

1. What looks like a sack of trash to you can be a gold mine for an ID thief. Leaving credit card receipts, papers or CDs w/ personal info in a dumpster facilitates fraud and exposes consumers to the risk of ID theft. Safely dispose of personal info. Learn more: https://go.usa.gov/xVtjS #CharityFraudOut2019 #CharityFraudOut **[use shredding image below]**


Charity Fraud Awareness Week 2019
Keeping Data Safe:
Pitch it. Properly dispose of what you no longer need.
Visit FTC.gov/PitchIt
Source: Federal Trade Commission | FTC.gov

2. Worried about stolen data? Here's how you can reduce the impact on your organization, your employees, and your customers: Make a plan to respond to security incidents. Learn more: https://go.usa.gov/xVtjs #CharityFraudOut2019 #CharityFraudOut **[use worried about stolen data image below]**


Charity Fraud Awareness Week 2019
Risk management
Worried about stolen data?
Make a plan to respond to security incidents.
Visit FTC.gov/PlanAhead
Source: Federal Trade Commission | FTC.gov

3. Check out 10 practical lessons organizations can learn from the FTC's 50+ data security cases: https://go.usa.gov/xVtD2 #CharityFraudOut2019 #CharityFraudOut **[use 10 FTC security lessons image below]**

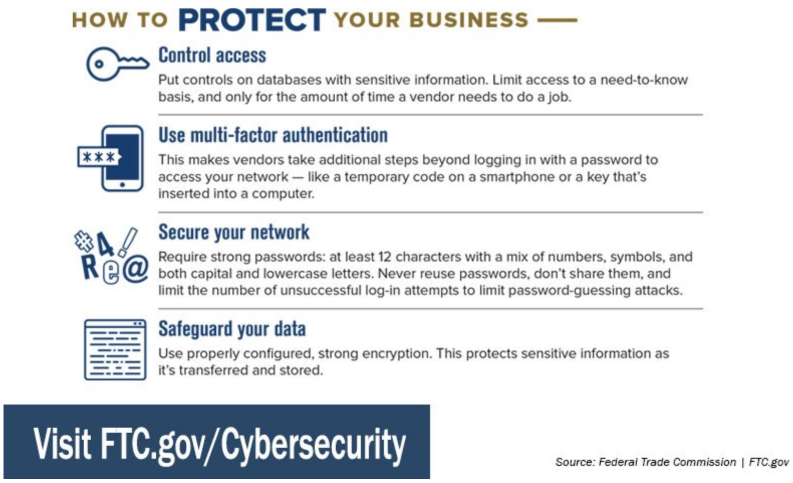
Charity Fraud Awareness Week 2019

10 Lessons organizations can learn from the FTC's 50+ data security cases

Visit FTC.gov/StartWithSecurity

Source: Federal Trade Commission | FTC.gov

4. Charities: Do you use vendors? Put controls on databases with sensitive information. Limit access to a need-to-know basis, and only for the amount of time a vendor needs to do a job. Learn more: https://go.usa.gov/xVtDA #CharityFraudOut2019 #CharityFraudOut **[use how to protect your business image below]**



HOW TO PROTECT YOUR BUSINESS

**Control access**
Put controls on databases with sensitive information. Limit access to a need-to-know basis, and only for the amount of time a vendor needs to do a job.

**Use multi-factor authentication**
This makes vendors take additional steps beyond logging in with a password to access your network — like a temporary code on a smartphone or a key that's inserted into a computer.

**Secure your network**
Require strong passwords: at least 12 characters with a mix of numbers, symbols, and both capital and lowercase letters. Never reuse passwords, don't share them, and limit the number of unsuccessful log-in attempts to limit password-guessing attacks.

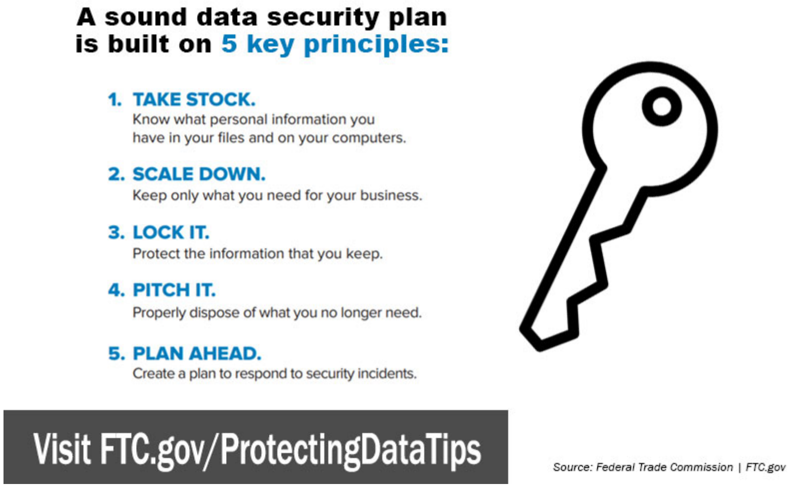
**Safeguard your data**
Use properly configured, strong encryption. This protects sensitive information as it's transferred and stored.

Visit FTC.gov/Cybersecurity

Source: Federal Trade Commission | FTC.gov

**FACEBOOK/LINKEDIN POSTS:**

1. Protect your charity's data. Most organizations keep sensitive personal information in their files that identifies clients, donors, or employees. If sensitive data falls into the wrong hands, it can lead to fraud or identity theft. Protect that information. A sound data security plan is built on 5 key principles. Learn more: https://go.usa.gov/xVtZr #CharityFraudOut2019 #CharityFraudOut **[use 5 key principles image below]**



**A sound data security plan is built on 5 key principles:**

1. **TAKE STOCK.** Know what personal information you have in your files and on your computers.
2. **SCALE DOWN.** Keep only what you need for your business.
3. **LOCK IT.** Protect the information that you keep.
4. **PITCH IT.** Properly dispose of what you no longer need.
5. **PLAN AHEAD.** Create a plan to respond to security incidents.

Visit FTC.gov/ProtectingDataTips

*Source: Federal Trade Commission | FTC.gov*

2. Charities: Know what personal info you have in your files and on your computers. Inventory all computers, laptops, mobile devices, flash drives, disks, home computers, digital copiers, and other equipment to find out where your organization stores sensitive data. Also, inventory the information you have by type and location. Learn more: https://go.usa.gov/xVtDa #CharityFraudOut2019 #CharityFraudOut **[use personal info image below]**

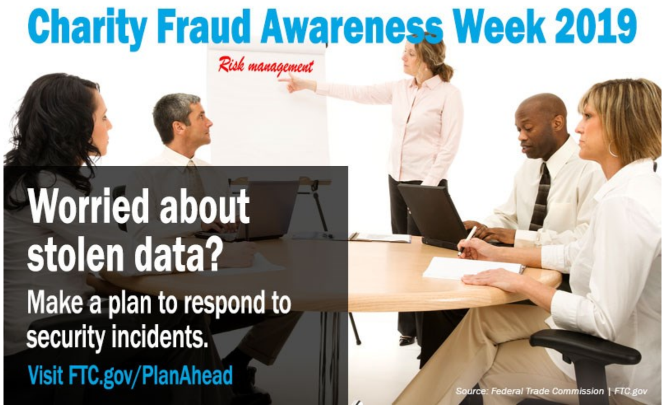
Charity Fraud Awareness Week 2019
Do you know what personal info is in your files or on your computers?
Learn more at FTC.gov/TakeStock
Source: Federal Trade Commission | FTC.gov

3. Charities: Doing a data inventory? Your file cabinets and computer systems are a start, but remember: your organization gets personal information in a number of ways—through websites, from contractors, from call centers, and the like. What about information saved on laptops, employees' home computers, flash drives, digital copiers, and mobile devices? No inventory is complete until you check everywhere sensitive data might be stored. Learn more: https://go.usa.gov/xVtDa #CharityFraudOut2019 #CharityFraudOut **[use personal info image above]**

4. What looks like a sack of trash to you can be a gold mine for an identity thief. Leaving credit card receipts, papers, or CDs with personally identifying information in a dumpster facilitates fraud and exposes consumers to the risk of identity theft. By properly disposing of sensitive information, you ensure that it cannot be read or reconstructed. Tips on avoiding a dumpster diving attack: https://go.usa.gov/xVtju #CharityFraudOut2019 #CharityFraudOut **[use shredding image below]**

Charity Fraud Awareness Week 2019
Keeping Data Safe:
Pitch it. Properly dispose of what you no longer need.
Visit FTC.gov/PitchIt
Source: Federal Trade Commission | FTC.gov

5. Taking steps to protect data in your possession can go a long way toward preventing a security breach. Nevertheless, breaches can happen. Here's how you can reduce the impact on your organization, employees, and customers: make a plan to respond to security incidents. Learn more: https://go.usa.gov/xVtD3 #CharityFraudOut2019 #CharityFraudOut **[use worried about stolen data image below]**


Charity Fraud Awareness Week 2019
Risk management
Worried about stolen data?
Make a plan to respond to security incidents.
Visit FTC.gov/PlanAhead
Source: Federal Trade Commission | FTC.gov

6. Taking steps to protect data in your possession can go a long way toward preventing a security breach. Nevertheless, breaches can happen. Watch this video on what to do after a data breach: https://youtu.be/ijrmMecPAKE #CharityFraud2019 #CharityFraudOut

**OTHER POSTS FOR VIDEOS**

1. When a natural disaster hits or a tragic event happens, you might be looking for ways to help the people and communities affected. Unfortunately, scammers also are busy trying to take advantage. You want to make sure your money gets in the hands of charities you want to help: https://youtu.be/bG9u2GJOl7g #CharityFraudOut2019 #CharityFraudOut

2. Many charities do a great job supporting our nation's veterans, but a few take advantage of people's generosity. Lean how to research charities and how to avoid donating to a sham charity: https://youtu.be/5D60luPj0Ew #CharityFraudOut2019 #CharityFraudOut

3. The tips in this video will help you donate wisely and avoid charity scams. It emphasizes the importance of researching charities before giving to make sure your donation is going to help the cause and people you care about: https://youtu.be/KlPMiai9ILo #CharityFraudOut2019 #CharityFraudOut

4. Does your organization store and transmit sensitive data? If so, use strong encryption to keep it secure. Watch: https://youtu.be/kLVpOn5HFbs #CharityFraudOut2019 #CharityFraudOut

5. Start with Security offers free, easy-to-use resources for building a culture of data security throughout any organization. Watch this video for tips on how to use and share the Start with Security resources with employees, customers and partners: https://youtu.be/6ImxYtTxEeM #CharityFraudOut2019 #CharityFraudOut