



## Amplify Austin

### Amplify Austin Day Social Media Tools

Amplify Austin Day is Central Texas' community-wide day of giving, taking place March 5-6, 2020. It connects individuals, families, businesses, and foundations with the causes they are passionate about to create real, lasting change for the local nonprofits that address our most pressing needs. Over the past seven years, Amplify Austin Day has raised more than \$57 million for hundreds of local nonprofits and connected thousands of locals with the opportunity to make a difference. **Together, we aim to raise \$12 million for the 750+ nonprofits participating in the day!**

You can help us reach our most ambitious goal to date and advocate for your cause by sharing your peer-to-peer fundraising profile with your friends, family, colleagues, and social networks.

*Customize the sample posts below to help inspire your network to give back local! Make sure to tag [@ilivehereigivehere](#) and use the official hashtags in order for your posts to be shared on I Live Here I Give Here's accounts.*

**Download Amplify Austin Day graphics, videos, flyers, and signs [HERE](#).**

**Accounts to Follow:** [@ilivehereigivehere](#) on Facebook and Instagram, [@ILH\\_IGH](#) on Twitter

**Official Hashtag:** [#ILiveHereIGiveHere](#)

**Other Hashtags:** [#amplifyatx](#) [#nonprofit](#) [#community](#) [#collaboration](#) [#austin](#) [#atx](#) [#centraltexas](#)

### Early Giving | January 21 - March 4, 2020

**Instagram:**



I believe that giving back to local nonprofits creates a better community for all. Join me in supporting (Nonprofit Org Name), a cause that means a lot to me, this Amplify Austin Day, March 5-6. A gift of any size makes a real difference, and early giving is now open! Check out my [@ilivehereigivehere](#) fundraising page at [AmplifyATX.org](#) (or add direct link in bio) to learn what personally inspires me to give back and how you can help!

#ILiveHereIGiveHere

**Facebook and LinkedIn:**



I've joined the local generosity movement with (tag your favorite nonprofit) and @ilivehereigivehere! I'm proud to give back local to a cause I believe in to help make our community a better place. We're counting down to Amplify Austin Day on March 5-6, and I've set a goal to raise (\$\$\$) for (cause). Early giving is open now, so you can help support now! Every gift counts, and, together, we can help keep Central Texas the vibrant place we love to live, work, and play. #ILiveHereIGiveHere

**Twitter:**



I've joined the local generosity movement with (tag your favorite nonprofit) and @ilivehereigivehere! I'm proud to give back local to a cause I believe in to help make our community a better place this Amplify Austin Day. Help support at (add your fundraiser profile link). #ILiveHereIGiveHere

**Amplify Austin Day | March 5-6, 6pm-6pm**

**Photo + Video Ideas:**

- Casual :10 videos sharing the causes you care about on Facebook and Instagram Stories. One prompt could be, "For Amplify Austin Day, I'm giving back to \_(nonprofit)\_."
- Post photos of your friends and family holding up their "#ILiveHereIGiveHere because..." fill-in-the-blank signs. (download your customizable sign [here](#))

- Post of photo of the ILHIGH Texas sticker next to one of your favorite local spots or your nonprofit's brand.

Examples:



**Instagram:**

It's time to Amplify Austin! I'm excited to participate in our community's biggest day of giving. Join me in giving back local today by making a gift of any size to a nonprofit that makes our community a better place at AmplifyATX.org. Help me support (@ your favorite nonprofit), a cause that means a lot to me and my family, via #linkinbio (add your fundraising profile link to your bio). #ILiveHereIGiveHere

**Facebook and LinkedIn:**

Today is Amplify Austin Day! I'm excited to participate in Central Texas' biggest day of giving.

I'm fundraising for (tag nonprofit), and organization [addressing/changing lives through ... ]. I'm proud to support a cause I believe in, and invite you to join me in giving back by making a gift of any size at (link to your fundraiser profile).

I appreciate your support. Every gift counts! Generosity can truly make a positive change in our community.

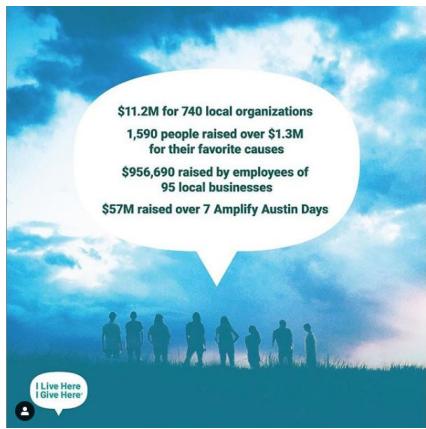
#ILiveHereIGiveHere

**Twitter:**

It's Amplify Austin Day! I'm excited to participate in our community's biggest day of giving and have started a fundraiser to support (tag nonprofit), a cause I'm passionate about. Help support by making a gift at (fundraiser profile link). #ILiveHereIGiveHere

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## **Thank You + Impact Storytelling | March 6 & Beyond**



### **Post Ideas:**

- Create a “thank you” video to post for all those who supported your campaign.
- Tally up your giving statistics and share the amount your network helped you raise. Let donors know how their gift will help make an impact for your favorite nonprofit.
- Take a photo of a handwritten thank you to your donors.

### **Instagram:**

Thank you so much to everyone who helped me raise (\$\$\$\$) for (tag nonprofit) on Amplify Austin Day. I’m so inspired by your generosity and appreciate your support of a cause that inspires me every day to help make our community a better place. We can all take pride in giving where we live! (Tag your donors, if applicable) #ILiveHereIGiveHere

### **Facebook and LinkedIn:**

Thank you so much to my friends, family, and colleagues who helped me raise (\$\$\$\$) for (tag nonprofit) on Amplify Austin Day. Your support means a lot to me, to (nonprofit org), and to all who they help (can specify people, animals, environment, etc.) in our community. We can all take pride in giving where we live! (Tag your donors, if applicable) #ILiveHereIGiveHere

### **Twitter:**

Thank you for your support on Amplify Austin Day! Because of you, I was able to raise (\$\$\$) for (@ nonprofit). So proud that we give where we live to help our community! #ILiveHereIGiveHere