



# *GIVING DAY*

# *SOCIAL MEDIA PLAN*

This Social Media Plan will include directions for posting content to Facebook, Twitter (if applicable), and Instagram (if applicable) for the following dates: October 18-25.

*\*All of the content suggestions can be created in Canva.*





# DAY 1 (OCT. 18)

## THEME - GIVING DAY INTRO

Day 1 should be used to alert your followers of Giving Day

- Alert your audience that Giving Day is 1 week out
- Give background information about your Affiliate

## CONTENT = IMPACT GRAPHIC

**We're the safety net for families in our community.**

- 1,000 families served
- 9,000 meals served
- 90% of families find housing
- 25 car donations



#FPGives19



This is a graphic that clearly illustrates the impact you have in your community. Fill in each line with your Affiliate's stats.

### CAPTION:

Will you help us make our safety net stronger? We've been serving families since [insert year of founding] and have no plans of stopping anytime soon. Family Promise Giving Day is ONE WEEK away and we want you to pledge a gift. Join us in transforming the lives of families experiencing homelessness. #FPGives19

## NOTES:

- Today's content can be used on Facebook, Twitter, and Instagram.
- You can create the graphic using a Canva template.
- Feel free to use a different caption, but make sure you introduce Giving Day and include a Call to Action!
- Tag Family Promise National.
- Add an emoji or two to your caption.



# DAY 2 (OCT. 19)

## THEME - HOW WE SERVE

Day 2 should be used to illustrate how you serve families.

## CONTENT = THREE INFO NUGGETS

**PREVENTION**

**SHELTER DIVERSION**  
Keeping families out of shelter is good public policy and good fiscal policy.

**RENTAL ASSISTANCE**  
With HUM, we have helped 1,000 families, including 2,500 children, since 2016.

**TRANSPORTATION**  
Gas cards, bus passes, & car donations help families get to jobs and school.

**SHELTER**

**HOSPITALITY**  
200,000 volunteers create a temporary home for the families we serve.

**CASE MANAGEMENT**  
Our 200+ Affiliates provide comprehensive guidance and resources.

**COMMUNITY ENGAGEMENT**  
6,000 congregations & organizations serve families at 1/3 traditional shelter cost.

**STABILIZATION**

**HOUSING**  
Innovative solutions like tenancy training, rapid-rehousing, & home ownership.

**FINANCIAL CAPABILITY**  
Creating the foundation for sustainable financial independence.

**CAREER PATHWAY**  
Preparing families for professional success in a rapidly changing economy.



These graphics illustrate the THREE primary ways in which you serve families. However, you'll need to update each description with your Affiliate's appropriate information.

**CAPTION:**

We're so much more than a shelter. We serve families through homelessness PREVENTION, SHELTER, and STABILIZATION. You can help us serve families in need by pledging a gift on Family Promise Giving Day. It's SIX DAYS away! #FPGives19

## NOTES:

- Today's content can be used on Facebook, Twitter, and Instagram.
- You can create the graphic using Canva.
- Be sure to post each of the pictures together, in one post.
- Don't forget to update the information within each graphic with your Affiliate's appropriate information.
- Add an emoji or two to your caption.
- Tag Family Promise National.





# DAY 3 (OCT. 20)

## THEME - A CHILD'S FUTURE

Day 3 should be used to illustrate how Family Promise changes the lives of children.

### CONTENT = SIDE-BY-SIDE GRAPHIC

<p><b>KIDS EXPERIENCING HOMELESSNESS</b></p>  <ul style="list-style-type: none"> <li>• vulnerable</li> <li>• stunted education</li> <li>• low self-esteem</li> <li>• little support</li> </ul> <p>#FPGives19</p>	<p><b>KIDS AT FamilyPromise</b></p>  <ul style="list-style-type: none"> <li>• safe</li> <li>• focused education</li> <li>• confident</li> <li>• big support network</li> </ul>
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This graphic illustrates how your Affiliate changes the trajectory of a child's life.

#### CAPTION:

We change the trajectory of kids' lives . You can help us guide kids' experiencing homelessness to a better future by pledging a gift on Family Promise Giving Day. It's only FIVE DAYS away! #FPGives19

## NOTES:

- Today's content can be used on Facebook, Twitter, and Instagram.
- You can create the graphic using Canva.
- Feel free to swap out the FP stock photo on the right with one of your original photos.
- Add an emoji or two to your caption.
- Tag Family Promise National.

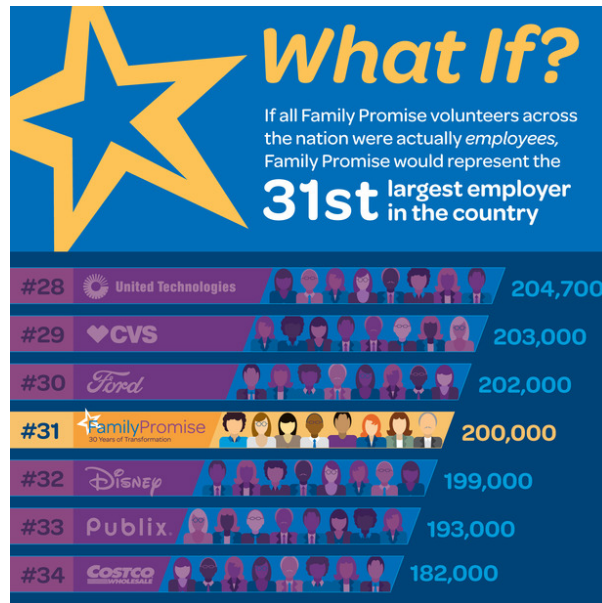


# DAY 4 (OCT. 21)

## THEME - VOLUNTEERISM

Day 4 should be used to recruit new volunteers.

## CONTENT = INFOGRAPHIC



This graphic illustrates how HUGE the scope of our impact is. The post is meant to be a pitch to your less-engaged followers to jump on board the FP Impact Train!

### CAPTION:

We have a community of 200,000 people nationwide helping us serve families experiencing homelessness! Play your part and pledge a gift this Giving Day. It's only FOUR DAYS away! #FPGives19

## NOTES:

- Today's content can be used on Facebook, Twitter, and Instagram.
- You can access the graphic via Canva.
- Add an emoji or two to your caption.
- Tag Family Promise National.



# DAY 5 (OCT. 22)

## THEME - FP IMPACT

Day 5 is like Day 3 -- we want to highlight how Family Promise changes the lives of children.

## CONTENT = SIDE-BY-SIDE GRAPHIC

<p>KIDS EXPERIENCING HOMELESSNESS</p>  <p>9x more likely to repeat a grade</p>	<p>KIDS AT FamilyPromise</p>  <p>Empowered to succeed at school</p>
#FPGives19	



Similarly to Day 3, this graphic illustrates how your Affiliate changes the trajectory of a child's life.

### CAPTION:

Homelessness stunts the trajectory of child's life. We place them back on the right track. Help us give kids a better future by pledging a gift on Family Promise Giving Day. It's only THREE DAYS away! #FPGives19

## NOTES:

- Today's content can be used on Facebook, Twitter, and Instagram.
- You can create the graphic using Canva.
- Add an emoji or two to your caption.
- Tag Family Promise National.



# DAY 6 (OCT. 23)

## THEME - DONORS

Day 6 should be used to highlight donors and why they choose to give.

### CONTENT = QUOTE GRAPHIC



*I give to Family Promise because I trust them to be the safety net vulnerable families and kids need.*

Francie Cho, Family Promise Donor



You'll need to interview + take a picture of a donor in order to create this graphic.

#### CAPTION:

Our donors give to us because they know we're the safety net that vulnerable kids and families need. Help us strengthen the net by pledging a gift on Family Promise Giving Day. It's only TWO DAYS away! #FPGives19

## NOTES:

- Today's content can be used on Facebook, Twitter, and Instagram.
- You can create a save-the-date graphic in Canva.
- An idea: if you're unable to interview a donor, reach out to one of your board members.
- Add an emoji or two to your caption.
- Tag Family Promise National.

# DAY 7 (OCT. 24)

## THEME - SUCCESS STORY

Day 6 should highlight one of your family success stories.

CONTENT = FAMILY PHOTO + CAPTION



### CAPTION:

THIS IS THE IMPACT WE HAVE. [tell a family's success story]. Help us create more stories like this one by pledging a gift on Family Promise Giving Day. It's only ONE DAY away! #FPGives19



This post is meant to pull at the heartstrings and give your followers a clear depiction of a family succeeding because of FP support.

## NOTES:

- Today's content can be used on Facebook, Twitter, and Instagram.
- You'll need to write out a long caption detailing a family success story.
- You'll also need to post a photo of the family described in the story.
- If you're unable to tell your own success story, National will provide one for you.
- Tag Family Promise National.





# DAY 8 (OCT. 25)

## THEME - GIVING DAY!!!

It's time to ask for gifts!

### CONTENT = PHOTO COLLAGE



If possible, use photos of children your Affiliate has served.

#### CAPTION:

TODAY IS FAMILY PROMISE GIVING DAY. Pledge a gift and help us continue serving families experiencing homelessness! Together, we can transform the lives of children in our community. #FPGives19

[include link to the Giving Day site]

## NOTES:

- Today's content can be used on Facebook, Twitter, and Instagram.
- You can create the graphic using Canva.
- Add an emoji or two to your caption.
- Tag Family Promise National.

# FINAL NOTES:

- Don't forget to use the #FPGives19 hashtag in all of your posts.
- Stay consistent! Make sure to post EVERYDAY in the run-up to Giving Day.
- Feel free to create more content on top of the suggestions listed in this Social Media Plan.
- Keep tabs on the content FP National is posting. Share on Facebook, Retweet on Twitter, and share via IG Stories on Instagram.
- Engage with your audience! When someone comments on a post, respond to them.
- Have fun!