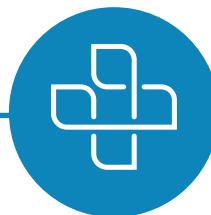




SOCIAL MEDIA TOOLKIT

GIVING TUESDAY
11.29.2022





How to use this tool kit

The purpose of this tool kit is to equip you as an ambassador of Flagler Health+ and Flagler Health Care Foundation this Giving Tuesday. As November 29 approaches, we can use YOUR help in promoting our message to your social networks. This tool-kit provides downloadable graphics and suggested messaging that is useful when promoting Giving Tuesday via Facebook, Instagram, LinkedIn or via email. Please help to inspire generosity by participating and spreading the word.

What is Giving Tuesday?

Giving Tuesday is a global generosity movement following major shopping holidays Black Friday and Cyber Monday. Flagler Health Care Foundation is proud to be joining the Giving Tuesday movement again this year to kick off the holiday season.

On November 29, 2022, you're invited to make a special gift to support the care and services Flagler Health+ delivers to families, friends and neighbors in St. Johns County and surrounding communities. Mark your calendar and plan to join us as we embark on our goal of \$10,000 in 24-hours.

A gift to Flagler Health Care Foundation, of any amount, supports our areas of greatest need and provides resources for equipment and programs that would not be possible otherwise. Thank you for considering Flagler Health Care Foundation this Giving Tuesday.





How you can help



MARK YOUR CALENDAR
FOR GIVING TUESDAY



MAKE A GIFT



BECOME A
MONTHLY SUPPORTER



SPREAD THE WORD



DOUBLE YOUR DONATION
THROUGH CORPORATE
MATCHING



SOCIAL MEDIA



Social media posts + suggested verbiage

For Giving Tuesday social media graphics & resources, visit FlaglerHealth.org/Give



SAMPLE POST & CAPTION 1 ONE WEEK BEFORE

We are just one week away from Giving Tuesday! Mark your calendar for November 29 and join me in making a special gift in support of Flagler Health Care Foundation. A gift to Flagler Health Care Foundation is an investment in the health of our community. Donations of all sizes support the patients and programming of Flagler Health+.



SAMPLE POST & CAPTION 2 GIVING TUESDAY

Today is Giving Tuesday! Support Flagler Health Care Foundation and help us reach our goal of \$10,000 in 24-hours. Your support helps Flagler Health+ continue to provide the highest quality of care to our community members, today and in the future. Visit FlaglerHealth.org/Give to make your gift today!



Social media pages

We encourage you to share post directly from our Flagler Health Foundation and Flagler Health+ social media pages. Follow the links below to visit their social media pages.





Flagler Health Care
Foundation

Decorate your social media pages

For Giving Tuesday social media graphics & resources, visit FlaglerHealth.org/Give



Jane Smith



FACEBOOK & LINKEDIN HEADER IMAGES

Download header images for both your Facebook and LinkedIn pages to show your support and spread the word about Giving Tuesday.

ABOUT PHOTOS FRIENDS



EMAIL



Hi [\(first name\)](#),

Today is Giving Tuesday! In the spirit of generosity, I hope you will consider joining me in making a special gift to Flagler Health Care Foundation. This year, their team has set a goal of raising \$10,000 in 24-hours.

As a member of the [\(Flagler Health+ team/board/community\)](#) I truly believe that an investment in Flagler Health Care Foundation is an investment in the health of our community. Gifts of all sizes make an impact on the care and services offered at Flagler Health+.

You can help us reach our goal by making a gift at bit.ly/fhcfoundationgivingtuesday. Thank you for considering Flagler Health Care Foundation this Giving Tuesday.

(your name)



THANK YOU