



**a precious child**  
EMPOWERING KIDS TO SUCCEED

## **SOCIAL MEDIA CALENDAR WITH SUGGESTED POSTS FOR HEROES OF A PRECIOUS CHILD LUNCHEON FUNDRAISERS**

### **Objective:**

The goal of this social media content is to effectively promote your Heroes of A Precious Child peer-to-peer fundraiser to your friends, family, colleagues and community partners by using the resources of the Heroes of A Precious Child Luncheon Fundraiser Toolkit. Your efforts can increase participation in the campaign and increase the funds raised for A Precious Child.

### **Important Information:**

**Heroes of A Precious Child Luncheon Hashtag:  
#apcheroes**

### **A Precious Child's social media handles:**

**Facebook:**  
apreciouschildinc

**Instagram:**  
a\_precious\_child

**Twitter:**  
apreciouschild

**LinkedIn:**  
a-precious-child

\*Note: just change out handle in the sample copy below based on where you're posting.

### **Objective:**

The goal of this social media content is to effectively promote your fundraiser to your friends, family, colleagues and community partners by using the resources of the Heroes of A Precious Child Virtual Luncheon Toolkit. Your efforts can increase participation in the campaign and increase the funds raised for A Precious Child.

### **How Do I Use This Content?**

- Post the content on your social media channels. The copy and creative has been formatted for use on Facebook, Instagram, Twitter and LinkedIn.
  - *Note: When posting to Instagram, remove the hyperlink from the post copy. Instead, put the hyperlink in your Instagram bio and direct followers there. Use language such as "find the link to more info in my bio" or "info at the link in my bio."*
  - *Note: When posting to Instagram, use photography showing A Precious Child at work in the community from the toolkit.*
  - *Note: When posting to Twitter, the character limit is 280 characters. You can edit as needed but please use #apcheroes as well as photography showing A Precious Child at work in the community from the toolkit.*
- These posts all link to A Precious Child's main Heroes of A Precious Child campaign page. To direct followers to your fundraising page, insert your personalized link (found in your confirmation email titled "Your Fundraising Page is Ready").
- When you include a link in your posts on Facebook and LinkedIn, an image will automatically populate. To switch up your posts, you can remove the link thumbnail and insert a photo or video provided in the toolkit.

## Social Media Suggested Timeline and Posts:

Date	Copy
2/15	Join me at the 2021 Heroes of @apreciouschild Virtual Luncheon! The luncheon will feature inspirational stories from children and families they've had the privilege of serving, in addition to a powerful keynote speaker, Michael Oher, former NFL player and whose life the film, <i>The Blind Side</i> , was based. Although there is no cost to attend, this event is one of A Precious Child's most significant fundraisers of the year, supporting their mission and providing for disadvantaged and displaced children in Colorado. Please register by visiting <a href="http://bit.ly/heroessluncheon">bit.ly/heroessluncheon</a> and to donate to my virtual team fundraiser, visit <a href="#">[insert fundraising page link]</a> . #apcheroes
2/22	@APreciousChildInc, a nonprofit I truly care about, needs our help. They are on the frontlines, providing emergency essentials struggling children and families. I have started a virtual fundraiser as part of their Heroes of A Precious Child Luncheon to help them secure vital funding. Please join me in supporting this great cause by visit <a href="#">[insert personal fundraising page link]</a> And, register today at <a href="http://bit.ly/heroessluncheon">http://bit.ly/heroessluncheon</a> to attend the luncheon – you won't want to miss our keynote speaker, Michael Oher, former NFL player and whose life the film <i>The Blind Side</i> was based. #apcheroes
3/1	I support @APreciousChildInc because I know they are doing critical work during the pandemic. Over the past month, more than half of the neighbors in need they served lost their jobs due to the crisis. Nearly 80% have had a reduction in income. The need for their services is continuing to grow. Please help me support A Precious Child by donating to the virtual fundraiser I have created as part of their Heroes of A Precious Child Luncheon! Children need our help more than ever, please visit <a href="#">[insert personal fundraising page link]</a> to take action now, and to learn more about what's in store for the Heroes of A Precious Child Luncheon, visit <a href="http://bit.ly/heroessluncheon">http://bit.ly/heroessluncheon</a> #apcheroes
3/8	Thank you to everyone who has donated to my Heroes of A Precious Child Luncheon Team Page for @APreciousChildInc! To give you an update, I have raised <a href="#">[enter %]</a> of my goal, but I can't stop here! With your help, I can reach 100% of my goal. Please consider donating to my personal fundraising page here - <a href="#">[insert personal fundraising page link]</a> . Every donation makes a difference, so thank you for your support! To learn more about the Heroes Luncheon, visit <a href="http://bit.ly/heroessluncheon">http://bit.ly/heroessluncheon</a> #apcheroes
3/15	@APreciousChildInc is doing amazing work, but they can't keep up with the demand without our help! The need for their services has increased over 1600% since the start of the pandemic. If you've been following along, you know that I've raised <a href="#">[% of goal]</a> , but I still have a lot of work to do! Join me in making a difference in our community by visiting my personal fundraising page here - <a href="#">[insert personal fundraising page link]</a> . Every dollar makes a difference in a child's life. Thank you so much for your support! Don't forget to tune in to the Heroes of A Precious Child Luncheon on April 1 – to register, visit <a href="http://bit.ly/heroessluncheon">http://bit.ly/heroessluncheon</a> . #apcheroes
3/25	@APreciousChildInc is one week away from hosting their Heroes of A Precious Child Luncheon! Every donation helps fund essential programs providing opportunities and resources necessary for children to thrive. Together, we can make a difference! Tune in on April 1 <a href="http://bit.ly/heroessluncheon">http://bit.ly/heroessluncheon</a> and, I'd love for you to support my fundraiser – just visit <a href="#">[insert personal fundraising page link]</a>
4/1	@APreciousChildInc Heroes of A Precious Child Luncheon will be held TODAY virtually at 11:30 AM – 1:00 PM! I have raised <a href="#">[enter %]</a> of my goal- there's still time to make an impact in the lives of Colorado children in need. Tune in at <a href="http://bit.ly/heroessluncheon">http://bit.ly/heroessluncheon</a> and donate to my fundraiser – just visit <a href="#">[insert personal fundraising page link]</a>