

SOCIAL MEDIA TIPS

GET THE WORD OUT

Be sure to "like" and "follow" HomeAid Colorado on social media!

FACEBOOK

- Create a Facebook "event" and invite your coworkers, clients, company partners, neighbors, friends and family to get involved
- Share stories, personal and/or company goals, photos and videos
- Thank donors by giving them a shout-out and tagging them in your posts
- Tag **@HomeAidColorado** and use the hashtags **#HomeAidEssentials** and **#HomeAidCareKits**

INSTAGRAM

- Share photos, videos and add to your personal and/or company "story"
- Utilize the location tagging tool to share your collection site with potential donors
- Tag **@HomeAidCo** when sharing photos related to the drive
- Remember to use the hashtags **#HomeAidEssentials** and **#HomeAidCareKits** when posting

TWITTER

- Tweet before, during and after the drive to let your supporters know how planning is going, how close you are to your goal and your accomplishments
- Share a link to your Facebook event or fundraising page where followers can learn more about HomeAid's Essentials Drive and how they can help those experiencing homelessness
- Tag **@HomeAidColorado** in your tweets
- Remember to include the hashtags **#HomeAidEssentials** and **#HomeAidCareKits**

LINKEDIN

- Promote industry insiders, business partners and potential employees that you're engaged in social and community improvement activities
- Mention **HomeAid Colorado** and include the hashtags **#HomeAidEssentials** and **#HomeAidCareKits**

GET PERSONAL: SEND AN EMAIL

Emails are an incredibly effective tool to utilize throughout the drive. Personalize your message and go into detail on why you are hosting an Essentials Drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.

For more information please contact:

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SOCIAL MEDIA SAMPLES

BEFORE THE DRIVE

Want to make a difference in our community? Then join us in this year's HomeAid Essentials CareKit Drive! October 1st through November 10th, we will be accepting donations of essential items for individuals experiencing homelessness. Please bring your donations to [INSERT COLLECTION POINT AND ADDRESS HERE] and help those who need it most. **@homeaidcolorado #HomeAidEssentials #HomeAidCareKits**

Colorado's homeless population has increased dramatically over the past few years and your help is needed now, more than ever! **@HomeAidColorado's** Essentials Drive is right around the corner and we are partnering with them to collect much-needed items. Drop off your donations at [INSERT COLLECTION POINT AND ADDRESS HERE] between October 1st and November 10th. **#HomeAidCareKits #HomeAidEssentials**

DURING THE DRIVE

A CareKit is more than the amenities inside, it's about providing hope and restoring dignity. Join us in collecting essential items to help those who are struggling to meet their most basic needs. Please drop off your donations to [INSERT COLLECTION POINT AND ADDRESS]. **@homeaidcolorado #HomeAidEssentials #HomeAidCareKits**

@HomeAidColorado's CareKit Drive is coming up! From now through November 10th, we will be collecting travel size toiletry items that will be distributed to local family and emergency shelters for those experiencing homelessness. We'll be accepting donations at [INSERT COLLECTION POINT AND ADDRESS HERE]. For more information, please visit www.homeaidcolorado.org/EssentialsCareKits **#HomeAidEssentials #HomeAidCareKits**

AFTER THE DRIVE

Thank you for your generous donations of [INSERT ITEMS HERE]! Your support makes it possible for us to continue growing the **#HomeAidEssentials** program and impact the lives of those experiencing homelessness. **@HomeAidColorado**

Today, we assembled [QUANTITY OF CAREKITS] **#HomeAidEssentials** CareKits on behalf of **@HomeAidColorado**. All of the kits will be distributed to [LOCAL SHELTER] to provide a clean, fresh start for many experiencing homelessness.

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