

CORONAVIRUS DISEASE 2019 (COVID-19)

Donations Social Strategy



Audience: Public – social media

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Version: Version #1

Please find below templates for your Ministry to utilize on social media to direct donations to our COVID-19 Response Fund landing pages. These posts are essential to share with our communities and show how they can be a part of the solution to this crisis.

SOCIAL SITES:

- Facebook
- Twitter
- LinkedIn
- Instagram (if applicable)

We are recommending a photo be used in all cases – preferably a photo-released actual photo from your ministry – if not a stock photo to increase the likelihood of readers not scrolling past the post.

Template #1 – Donation Dollars at Work

Insert a current photo from your ministry's response i.e. testing tents or clinicians using PPE

1. Through generous donations made to [Insert Ministry name]'s COVID-19 Response Fund, we have been able to purchase/are purchasing [Insert specific example]. *such as i.e. PPE or iPads* to support patient care. You can join our critical efforts by donating today. [Insert link]

Template #2 – Thank You

Insert a current photo from your ministry's response i.e. testing tents or clinicians using PPE

1. Thank you to the generous donors who have helped aid [Insert Ministry name]'s COVID-19 Response Fund. So far, we have [insert specific example]. If you would like to be part of the solution, please donate today. [Insert link]
- 2.

Template #3 – Where to Donate

Insert a current photo from your ministry's response i.e. testing tents or clinicians using PPE

2. We are grateful for the outpouring support from our community during this time. If you would like to help **[Insert Ministry name]'s** COVID-19 Response Fund, your donation will greatly benefit our patients by allowing us to secure ventilators and other treatment equipment and clinical staff through the supply of critical Personal Protection Equipment such as gloves, masks, gowns and other critical needs. **[Insert link]**