

# FUNDRAISING

## Social Media Toolkit

### HOW TO GET INVOLVED

#### ➔ Spread the Word

Post our sample graphics and copy to your social media accounts.



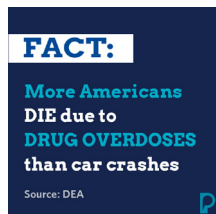
No family should lose a loved one to substance use! Help me support the Partnership for Drug-Free Kids!  
#FamiliesCanHeal

[INSERT LINK TO YOUR PERSONAL RALLYBOUND PAGE]



Help me end the stigma of addiction. Support the Partnership for Drug-Free Kids today!

[INSERT LINK TO YOUR PERSONAL RALLYBOUND PAGE]



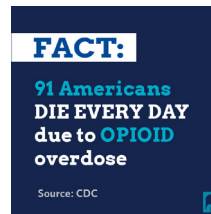
Too many families have lost a loved one to substance use. Help support the Partnership for Drug-Free Kids! #FamiliesCanHeal

[INSERT LINK TO YOUR PERSONAL RALLYBOUND PAGE]



Be the change. Join me as I support the Partnership for Drug-Free Kids!  
#FamiliesCanHeal

[INSERT LINK TO YOUR PERSONAL RALLYBOUND PAGE]



Help put an end to the opioid epidemic! Join me as I support the Partnership for Drug-Free Kids! #FamiliesCanHeal

[INSERT LINK TO YOUR PERSONAL RALLYBOUND PAGE]



Help families struggling with their son or daughter's substance use. Join me as I support the Partnership! #FamiliesCanHeal

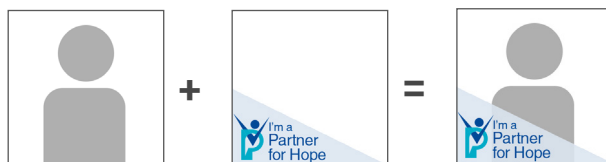
[INSERT LINK TO YOUR PERSONAL RALLYBOUND PAGE]

#### ➔ Tag Your Posts

Tag your fundraising-related posts with the hashtag **#FamiliesCanHeal**.

#### ➔ Change Your Profile Photo

Whether you are fundraising in memory, honor or support of a loved one or yourself, we are glad to call you a Partner for Hope. Replace your **Facebook or Twitter** profile image with our **Partners for Hope Twibbon**.



#### ➔ Follow Us Online

- [facebook.com/partnershipdrugfree](https://facebook.com/partnershipdrugfree)
- [twitter.com/thepartnership](https://twitter.com/thepartnership)
- [instagram.com/thepartnership](https://instagram.com/thepartnership)
- [youtube.com/drugfreechannel](https://youtube.com/drugfreechannel)
- [linkedin.com/company/partnership-for-drug-free-kids](https://linkedin.com/company/partnership-for-drug-free-kids)

### 2018 Key Dates to Remember

**August 31:**  
International Overdose Awareness Day

**September:**  
Recovery Month

**September 16-22:**  
Heroin and Opioid Awareness Week

**November 27:**  
Giving Tuesday

