**The City of Philadelphia 2021 Employees’ Combined Campaign Outreach Tool Kit**

Please join us in spreading the word about the City of Philadelphia 2021 Employees’ Combined Campaign, November 9-December 31, 2020, among City employees and retirees. The Combined Campaign provides a powerful opportunity for the City’s workforce to improve communities near and far. The more people know about the Campaign, the greater the impact.

Social media is an effective tool to encourage charitable contributions to the nonprofits benefiting our most vulnerable neighbors. Below, we’ve provided you with sample turn-key content that you can copy and paste into your favorite channels. The following is relevant for Twitter, Facebook, and LinkedIn – but don’t hesitate to use it elsewhere, like your blog or newsletter, or across other social channels like Instagram, Tumblr, Snapchat, etc. On page 3, you’ll find graphics you can pair with this copy.

By giving through the Philadelphia Combined Campaign, you can make a meaningful difference across Philly, the nation, and the wider world. Thank you for helping to spread the word about the Combined Campaign. YOU are why we say *Philly Gives Together*!

**Important:**

* Please **include the Combined Campaign website in every post**: [www.phila.gov/combinedcampaign](https://www.phila.gov/combinedcampaign) While there are many words you can use to invite people to participate – give, donate, contribute, make a difference, make an impact, create social change, etc. – there is only one website that everyone should be directed to, every single time.
* Please **incorporate our hashtag – #PhillyGivesTogether** **– in all social media messages** to help build the online community.
* **Include a graphic with every post.** Graphics help break through the noise online and emphasize your message. You are welcome to use any of the graphics on page 3.
  + If you prefer to source your own graphics, there a variety of no cost, copyright- and royalty-free, high-resolution graphic services, such as [Unsplash](https://unsplash.com/), [Freepik](https://www.freepik.com/), and [Pixabay](https://pixabay.com/). If you go this route, remember to cite the creator as instructed.
  + If you’d rather create your own graphics, free tools like [Canva](https://www.canva.com/) or [Venngage](https://venngage.com/) are useful.
* If you have room, **include other hashtags** to tap into existing networks and social dialogues and help bring the Combined Campaign to a larger audience. Example hashtags include: #GivingTuesday #PhillyGives #Philly #Philadelphia #CombinedCampaign2021 #PhiladelphiaCombinedCampaign
* If you know of Philly employees or brand pages, **tag them** in your posts to ensure they see and share your content with their networks.

**Character Counts:**

* Feel free to use this **shortened link** for the Combined Campaign website is: <http://impact.ac/phillygives>
* **Tweets** are limited to 280 characters. Unlike @ mentions or images, web links take up word count, and they are shortened automatically if they are more than 23 characters. You can use a service like [Bitly](https://bitly.com/) to shorten your links, or use the ready-made shortened link in the first bullet. Best practice: **71-100 characters.**
* While **Facebook** has a large (63,206) character limit, the longer the post, the less likely it will be read. Best practice: **40-50 characters.**
* **LinkedIn** will automatically cut off posts at 140 characters, hiding everything behind a “See more” button. Best practice: **140 characters**.
* **Instagram** captions can be up to 2,000 characters long and include up to 30 hashtags, including hashtags in comments. Best practice: **under 125 characters**.

**Thank you for your support!** Email [phillysupport@charities.org](mailto:phillysupport@charities.org) with questions.

**Sample Content**

***Draft Content - First Half of Campaign (November 9-December 4):***

* The #Philly Charity Campaign is live! Join me in giving to help our most vulnerable neighbors: [www.phila.gov/combinedcampaign](https://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* #COVID19, aka #coronavirus, has impacted everyone. It’s up to us Philadelphians to come together and help those who need it most. Join me and donate today: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* A pledge of just $2 (the cost of a soda) per paycheck ($52 total!) provides 148 meals to those in need through the Combined Campaign. WOW. [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* Philly employees & retirees, donate at work today to make a difference tomorrow and beyond: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* Just $5/pay period (a cup of a coffee per paycheck=$130 total) means 1 struggling veteran and family will not go hungry. You make this possible through the Combined Campaign: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* Did you know you can choose from ~300 pre-approved charities when you give through the Combined Campaign? Donate to show that we’re in this together: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* The Philly Combined Campaign enables us to give a little today – and help a LOT tomorrow and beyond. Learn more: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* For the price of a move matinee/pay period ($10), you can provide emergency housing for someone. Talk about life-changing! Please give through #PhillyGivesTogether now: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign)
* Giving through #PhillyGivesTogether is easy, cost-effective – and helps everyone. Give today! [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign)
* I just pledged to support causes I love through #PhillyGivesTogether. Will you join me? [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign)
* Philly City employees/retirees, you still have time to make a difference: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* If you pledge $2 per paycheck – the cost of a soft drink – you buy 2 teddy bears for children during hospital visits. Now THAT is a gift that keeps on giving! Learn more: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether

***Draft Content – Second Half of Campaign (November 30- December 31):***

* The Philly Combined Campaign is almost over! Give now before it’s too late. We’re in this together: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* Want to support a cause close to your heart? With #PhillyGivesTogether, you can set it and forget it – while making a HUGE difference. Join me! [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign)
* Did you know? If you donate/pledge $5 per pay period through the Combined Campaign, or $130 total, you provide 28 meals to homebound seniors in need: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* Want to support a cause you love? There's still time to give through #PhillyGivesTogether! Deadline is 12/31: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign)
* Baby, it’s cold out there. For $20/pay period, you can give 26 kids with a brand new winter coat – providing them warmth AND pride: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether #PhillyInThisTogether
* A parent needs your help! For the price of a concert ticket, $50/paycheck, you provide quality childcare for 1 low-income parent, assuring she is able to work. Give what you can – every cent helps: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* Thank you to everyone who donated. Together, we can make a difference! If you haven’t yet, this is your last chance: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* Just $5 per paycheck provides 1 child with after-school STEAM programs – that encloses the enrichment gap. This is your chance to help: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* If you pledge $50/paycheck, you directly help build 25 miles of trails connecting people to the environment – AND clear 100 acres of invasive species. You can make it happen TODAY: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether
* The Combined Campaign helps you make a lasting difference. For the price of a Pumpkin Spice Latte ($5) per paycheck, you can fund 2 hours of lifesaving children’s cancer research: [www.phila.gov/combinedcampaign](http://www.phila.gov/combinedcampaign) #PhillyGivesTogether

**Graphics Library**

Right click on image below to download to your computer. Click here to access the [Combined Campaign logo](https://cityofphiladelphiacombinedcampaign.americascharities.stratuslive.com/Media/CityofPhiladelphiaCombinedCampaign/Images/primaryLogo.png) or [dollar-buy infographic](https://cityofphiladelphiacombinedcampaign.americascharities.stratuslive.com/Media/CityofPhiladelphiaCombinedCampaign/Images/Dollar%20buys%20graphic_Philly_11-2-20.jpg).



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