



GIVING TUESDAY SOCIAL MEDIA TOOLKIT

SOCIAL MEDIA IMAGE & HANDLES

Please share the captions & graphics below and/or repost RHI's Giving Tuesday posts on social media. (Don't forget to Tag RH Impact!)

Instagram: [@RHImpact_](https://www.instagram.com/RHImpact_)

Threads: [@RHImpact_](https://www.threads.net/@RHImpact_)

Facebook: [Reproductive Health Impact](https://www.facebook.com/ReproductiveHealthImpact)

YouTube: [Reproductive Health Impact](https://www.youtube.com/ReproductiveHealthImpact)

Social Media Campaign Image





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SOCIAL MEDIA CAPTIONS

Sample Captions for use on social media

- **{GENERAL POSTING | Post Nov 7 – Nov 27}**
🔥 Join the movement for positive change in reproductive health with me this Giving Tuesday. Support RH Impact and make a difference! Every contribution counts. ❤️ Donate today at bit.ly/rhi2023. #GivingTuesday #IgniteChange #RHImpact #ReproductiveJustice #BlackMaternalHealth
- **{GENERAL POSTING | Post Nov 7 – Nov 27}**
Black women deserve justice and joy, but we are dying at significantly higher rates than our counterparts. *Let's shift the narrative this Giving Tuesday.* Join RH Impact in our fight to save the lives of Black women and their families by supporting our efforts. Birth equity, the black maternal health crisis, and reproductive justice cannot wait. Make a #ReproductiveHealth Impact TODAY at bit.ly/rhi2023. #GivingTuesday #IgniteChange #RHImpact #ReproductiveJustice #BlackMaternalHealth
- **{GENERAL POSTING | Post Nov 7 – Nov 27}**
Let's make waves of change this Giving Tuesday! 🌊✨ Support RH Impact and be a driving force for reproductive and Black maternal health. Together, we can make a lasting impact! 🌟❤️ Donate now at bit.ly/rhi2023. #GivingTuesday #IgniteChange #RHImpact #ReproductiveJustice #BlackMaternalHealth
- **{ONE (1) WEEK BEFORE | Post Nov 20 - 27}**
Turn compassion into action this Giving Tuesday! 🔥 Join me in supporting RH Impact – a Black woman led organization making a real difference in reproductive health and Black maternal/infant health. Your contribution matters! ❤️ Donate today at bit.ly/rhi2023. #GivingTuesday #IgniteChange #RHImpact #ReproductiveJustice #BlackMaternalHealth
- **{GIVE TODAY | Post on Giving Tuesday – Nov 28}**
It's GIVING TUESDAY!

Ignite Change TODAY by donating to RH Impact. Let's stand together for reproductive health. *Support this work and make a real impact.* 🌟❤️ Donate now at bit.ly/rhi2023. #GivingTuesday #IgniteChange #RHImpact #ReproductiveJustice #BlackMaternalHealth



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EMAILS

Want to help spread the word even more to your network of colleagues and friends?
Feel free to share this message directly with your contacts via email.

IMAGE



Sample Email 1

Subject: Equity and Justice for Black Women this Giving Tuesday

Hey [Friend's Name]!

This **Giving Tuesday** (Nov. 28th), would you help me to ignite change and improve reproductive and maternal health for Black women and their communities?

Please consider supporting **RH Impact: The Collaborative for Equity and Justice**, an incredible organization making waves for birth equity and reproductive health with a gift before the end of 2023. With the help of supporters like you, we can help improve the experiences of black women when we support RH Impact.

Any contribution of any size you make will make a significant RH Impact!

We have also included a social media toolkit if you would like to share our cause with your network. {Don't forget to tag RH Impact on social!}

For more information on RH Impact, [click here](#) and [join the movement](#).

Let's make an IMPACT! 🙌

[Your Name]



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Sample Email 2

Subject: Ignite Change on Giving Tuesday with RH Impact

Hi [Friend's Name],

I hope this email finds you well! With **Giving Tuesday** just around the corner (November 28th), I wanted to reach out and share an incredible opportunity for you to help make a difference in the lives of Black women and their communities.

This Giving Tuesday, please consider supporting **RH Impact: The Collaborative for Equity and Justice** and be a catalyst for change in the reproductive and Black maternal/infant health crises. Currently, organizations like RHI that are focused on advocating for the equitable reproductive, maternal/infant health of Black women and their families are facing a serious lack of funding and support. But you can make a difference when you make a donation this GIVING TUESDAY or by December 31, 2023.

Your donation, no matter the size, can create a lasting impact on our work.

Please also find attached a social media toolkit in case you would like to share our cause with your network. {Be sure to tag RH Impact on social media!}

To learn more information about RH Impact and our work, please [click here](#) or [join the movement](#).

Together, let's ignite change and contribute to a cause that truly matters. 🕯️

Warm regards,

[Your Name]



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Sample Email 3

Subject: Join the Movement: Ignite Change with RH Impact on Giving Tuesday! 🗓️

Hi [Friend's Name],

I hope this message finds you in great spirits! With **Giving Tuesday** fast approaching on November 28th, I wanted to share an opportunity to make a difference in reproductive health.

By supporting [RH Impact](#) this Giving Tuesday, you can be part of a movement that's igniting change and working to improve maternal/infant as well as reproductive health for Black women and their families.

Your contribution, no matter the size, can create a significant impact and help drive positive transformations in the Black maternal & infant mortality crises in particular.

In addition to donating, please find attached a social media toolkit in case you would like to share our cause with your network. {Don't forget to tag RH Impact on social!}

Thank you for considering this request and for being a part of our efforts to promote equitable healthcare for Black women and their communities.

Click [here](#) to **DONATE** to **RH Impact** and help improve circumstances for Black women and their families.

Together, let's make an Impact!

Best regards,

[Your Name]

TEXT MESSAGES

**Want to help spread the word even more to your network of colleagues and friends?
Feel free to share this message directly with your contacts via text.**

Text Message 1

Hey [Friend's Name]! This Giving Tuesday, please support RH Impact for a powerful change! Your contribution matters. Let's make an impact together at bit.ly/rhi2023!



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Text Message 2

Hey [Friend's Name]! This Giving Tuesday, ignite change with RH Impact. Your support can fuel justice and joy. Join the movement and make an impact at bit.ly/rhi2023!

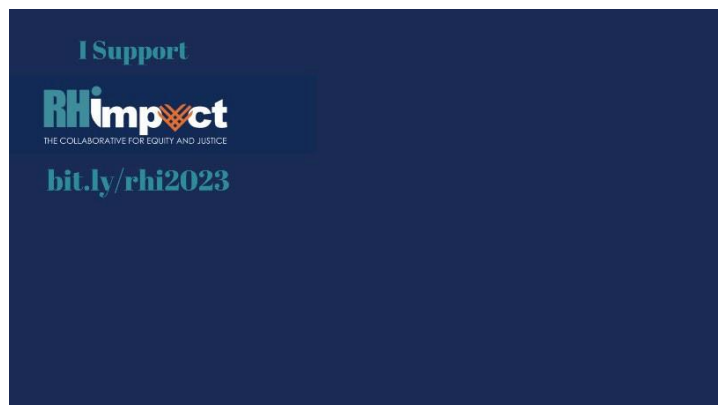
Text Message 3

Hey [Friend's Name]! Let's amplify the voices of Black women for Giving Tuesday. Join me in making an RH Impact at bit.ly/rhi2023!

VIRTUAL MEETINGS

Update your background for virtual meetings (Zoom, Teams, etc.) using the graphics below.

Virtual Background (blue)



Virtual Background (white)

