

**Gratitude Campaign Social Media Toolkit**

**Campaign Overview**

Thank you for participating in the Foundation for Sarcoidosis Research’s (FSR) Annual Gratitude and Giving Campaign. This year, we are excited to debut our campaign theme as Celebrating Resilience and Inspiring Hope.

This toolkit is designed to help you spread the message about the Gratitude and Giving campaign on various social media platforms through the end of 2024. We have included information and sample social media posts that raise awareness about sarcoidosis and encourage patients, caregivers, and loved ones to get involved!

FSR strongly recommends using social media to spread awareness and raise funds for sarcoidosis. It also can help you spread positivity this holiday season too!

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| **Make sure you** **are connected with FSR on our various social media platforms so you can tag and share your posts and then FSR can repost with our community!** | **Tag FSR in your posts so we can share/amplify!**  Facebook: [@StopSarcoidosis](https://www.facebook.com/StopSarcoidosis/)  X: [@StopSarcoidosis](https://twitter.com/StopSarcoidosis)  Instagram: [@StopSarcoidosis](https://www.instagram.com/stopsarcoidosis/)  LinkedIn: [@Foundation for Sarcoidosis Research](https://www.linkedin.com/company/4029820/) |
| **Hashtags:**  #sarcoidosis  #stopsarcoidosis  #GratitudeAndGiving  For Giving Tuesday (only) #GivingTuesday | **Tips:**   * Personalize posts for your specific location * Encourage your social media followers to get involved and spread the word * Share photos of what you are grateful for * Tag friends/family to invite them to share what they are grateful for and make donation |

**Social Media Fundraising Tips**

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| --- | --- |
| **Platform Type** | **Platform Tip** |
| Facebook  Icon  Description automatically generated | * Share your link to your fundraising and gratitude directly into your Facebook posts. * For November and December, save the link to your page in your bio. * Tag FSR on Facebook: @StopSarcoidosis |
| Instagram  Icon  Description automatically generated | * Include the link to your page in your bio. * When you completed your Gratitude Graphic, post photos or add videos to your stories and tag FSR at @StopSarcoidosis * #GratitudeandGiving |
| X | * Post the link to your page in your bio and write what you are grateful for this season along with your Gratitude Graphic * Tag FSR on X: @StopSarcoidosis |
| LinkedIn  Icon  Description automatically generated | * Share with your network that you are participating in @stopsarcoidosis #GratitudeAndGiving Campaign * Include the link to your page in your posts. * Tag FSR on LinkedIn: @Foundation for Sarcoidosis Research |

**Social Media Posts**

***\*Do not forget to tag FSR on your posts so we can reshare!***

[***Click here to learn how to tag FSR on social media.***](https://www.stopsarcoidosis.org/wp-content/uploads/FSR-Social-Post-Tips.pdf)

**Share Your Gratitude**

Share your Gratitude Graphic, or photos of what you are grateful for, along with the reasons why you are participating in the annual FSR Gratitude and Giving Campaign. We can’t wait to see what you are grateful for. Share what it is about that special item and why you are grateful for it. Some examples to help fuel your curiosity:

* I am participating in the Foundation for Sarcoidosis Research #GratitudeAndGiving campaign to reflect on what I am most grateful for. You will see my five things below and I am hoping you will join me by sharing what you are most grateful for in your life as well. To support my campaign, I invite you to donate to @stopsarcoidosis in honor of/in memory of (me, my spouse, parent...). Donations directly benefit research and patient programs. Your support means the world to me! (link to team page and include Gratitude Graphic)
* I am joining @stopsarcoidosis in the #GratitudeAndGiving campaign to spread kindness and positivity this holiday season. Check out what I am grateful for below! Donate to support my efforts and improve the lives of those living with #sarcoidosis (link to team page and include Gratitude Graphic
* This holiday season, I am giving back what I am grateful for by joining @stopsarcoidosis #GratitudeAndGiving campaign. Check out what I am grateful for below and share what you are grateful for in the comments. Donations are tax deductible and help support #sarcoidosis patients like me! (link to team page and include Gratitude Graphic)

**Invitation to Join Gratitude Campaign**

Throughout November and December, you can spread kindness this holiday season with your friends, family, and social media followers by inviting them to join your team and practicing Gratitude! Some examples include:

* I am participating in the @stopsarcoidosis #GratitudeAndGivingcampaign this season to reflect on the wonderful things to be grateful for this holiday season. Learn more by joining my team, share what you are grateful for, and donate! #sarcoidosis (link to team page and include Gratitude Graphic)
* By practicing gratitude, we can become happier, build stronger relationships, and spread kindness. Here is what I am grateful for, share what you are grateful for, and donate in honor of your “gratitude's” by participating in @stopsarcoidosis #GratitudeAndGiving campaign. #sarcoidosis (link to team page and include Gratitude Graphic)
* This holiday season, I am giving back what I am grateful for by joining @stopsarcoidosis #GratitudeandGiving campaign and practicing gratitude. Join me and let’s give back together! #sarcoidosis (link to team page and include Gratitude Graphic

**Donation Solicitation**

Once you have shared with your community why you are participating in the Gratitude campaign, reach out to your network to ask them to donate to your page or join your team. Some examples include:

* I am joining @stopsarcoidosis #GratitudeandGiving challenge and giving back by donating $10 for each of my five “gratitude's.” You can make a difference and give back by joining me and donating $50 for five things you are grateful for. #sarcoidosis (link to team page and include Gratitude Graphic)
* For the holiday season, it is important to give back. You can help support the sarcoidosis community by joining me and @stopsarcoidosis #GratitudeandGiving challenge. Donate $50 for five things you are grateful for. #sarcoidosis (link to team page and include Gratitude Graphic)
* What are you grateful for? Spread positivity and compassion by sharing what you are grateful for this holiday season and pledging to give back $10 for each “gratitude.” Learn how by registering and joining my team. #sarcoidosis (link to team page and include Gratitude Graphic)

**#GivingTuesday – Dec 3rd, 2024**

For #GivingTuesday this year, we are inviting the sarcoidosis community to help reach our match by raising $10,000 and we need your help! Invite your friends and family to join the movement and stop sarcoidosis! Here are some examples:

* I am showing my support for @stopsarcoidosis this Dec 3rd for #GivingTuesday! Join our Gratitude movement and share what you are grateful for. #sarcoidosis (link to team page and include Gratitude Graphic)
* #GivingTuesday represents how powerful the good in our world can be. Join me in support of those living with the rare disease, sarcoidosis, and together let’s stop sarcoidosis! #sarcoidosis (link to team page and include Gratitude Graphic)
* For #GivingTuesday I am joining thousands worldwide to give back and support @stopsarcoidosis to help those living with the rare disease, sarcoidosis. Join me and donate to help support our efforts towards a cure and patient support! #sarcoidosis (link to team page and include Gratitude Graphic
* Join me on 12/3 for a #GivingTuesday Jamboree! Let’s get as many people as we can to share what they are grateful for and donate to give back! Visit my page to donate! #GratitudeandGiving (link to team page and include Gratitude Graphic

**Thanking Donors and Your Team**

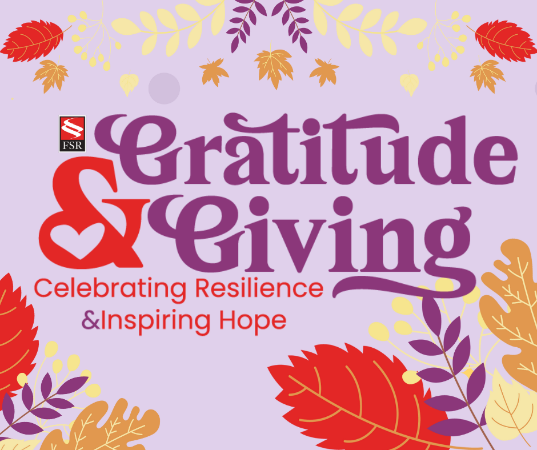
Thanking your donors is important so they know their support has not gone unnoticed and that you appreciate their financial contributions towards your goal! Thanking supporters on social media goes a long way and those that see your recognition may consider supporting your efforts too! Examples may include:

* {Tag a recent donor} Thank you so much for your support in my #GratitudeAndGiving challenge! With your gift, I am closer to my fundraising goal and the sarcoidosis community is closer to better treatments and a cure! #sarcoidosis
* Thank you so much for joining my fundraising effort and helping to spread kindness this holiday season! Together, we can help support all those who are battling sarcoidosis every day. {Tag team members} #sarcoidosis #GratitudeAndGiving
* {Tag a recent donor} Every dollar we raise together helps to give back to support groundbreaking sarcoidosis research and patient support and the fight to find a cure for this disease. #sarcoidosis #GratitudeAndGiving

**You know your friends and family best, so whether you choose to use these posts or create your own, you will be helping raise awareness and you may even be surprised at how far your posts may go!**

**Social Media Graphics**

Use these images throughout the campaign to help raise awareness and invite your family and friends to join our movement!

Use this logo and use it as your profile picture or in social media posts during the campaign!

***Don’t forget to tag @stopsarcoidosis when you post so we can reshare your messages with our community.***

[Click here to learn how to tag FSR on social media!](https://www.stopsarcoidosis.org/wp-content/uploads/FSR-Social-Post-Tips.pdf)