



## STORIES OF HOPE NONPROFIT SOCIAL MEDIA TOOLKIT

### BACKGROUND:

Held on the nationally-recognized Nonprofit Day, organizations throughout Southern Nevada will share how they have served the community during a 9 am virtual kickoff on Facebook.com/UnitedWaySN and throughout the day utilizing the hashtag #StoriesofHopeNV.

Founded on August 17, 1894, by Sherita J. Herling, National Nonprofit Day celebrates the world-changing work of nonprofits in Southern Nevada and on a global scale. "Stories of Hope" will be an opportunity for local nonprofits to share their stories to gain support and engage the community and the nation.

UWSN is encouraging local nonprofits to publish their stories of impact on social media on August 17 using the hashtag #StoriesofHopeNV. UWSN is inviting the community to support their local nonprofits by making a donation, volunteering, advocating, sparking conversations, or simply saying thank you to the people dedicating their lives to impact social change.

### SOCIAL MEDIA TIPS:

- Show how your nonprofit is making a difference in our community by sharing testimonials from your employees and clients!
  - We want to honor the stories of our neighbors and community members. Please tell your client's story as if you were sharing the story of a family member.
  - Briefly share your client's/employee's perspective through quotes/testimonials in the post caption.
  - If clients and/or employees do not wish to be photographed, utilize stock photos that best illustrate their story.
  - To respect your client's privacy, change their names, and indicate name change in the post caption or photo.
  - **Add Stories of Hope NV logo** to photos and/or videos.
- Include a **CALL TO ACTION** at the end of the caption (i.e., learn more, donate, volunteer, advocate, etc.)
- Please use **#StoriesofHopeNV** in your posts so we can highlight your stories on August 17.
- Don't forget to tag United Way in your posts. We are on the following channels:
  - Facebook: [United Way of Southern Nevada](#) (type @unitedwaysn when posting)
  - Twitter: [@uwsn](#)
  - Instagram: [@uwsn](#)
  - LinkedIn: [United Way of Southern Nevada](#) (type @uwsn when posting)

## RESOURCES:

- **Submit your stories to be featured on the Facebook Live Kickoff:** [uwsn.org/storiesofhope](https://uwsn.org/storiesofhope)
- **Toolkit and Content:** [uwsn.org/SOHToolkit](https://uwsn.org/SOHToolkit)
- [Stories of Hope Logo](#) (**NOTE:** The logo is a white PNG File. The photo will appear blank until opened in the appropriate software or until layered over a picture.)
- [Stories of Hope Promotional Image](#)
- [Royalty-Free Stock Photos by Pexels](#)
- Free Photo Editing Website: [Canva](#)

## SAMPLE POSTS:

- **One Week Prior:**
  - We're participating in @UWSN's #StoriesofHopeNV on August 17 to spread the word about the great work nonprofits are doing to provide relief and encourage recovery in our community. Follow the hashtag #StoriesofHopeNV and #SpreadHope with us by donating today at [insert website]
  - Now more than ever, local nonprofits need your support! On #NationalNonprofitDay, we are participating in @UWSN's #StoriesofHopeNV to share our stories of hope and show our impact in Southern Nevada. Follow the hashtag #StoriesofHopeNV to #Spreadhope with us!
  - On #NationalNonprofitDay, we will unite with @UWSN and our nonprofit community to share our #StoriesofHope so we can #spreadhope to our city during these challenging times. Learn more at [uwsn.org/storiesofhope](https://uwsn.org/storiesofhope) #StoriesofHopeNV
  - **Virtual Kick-off Post:**
    - Join [insert your organization] and @UWSN on #NationalNonprofitDay on Facebook Live to hear our #StoriesofHope and learn about how we are making a difference in Southern Nevada! RSVP today at [uwsn.org/storiesofhope](https://uwsn.org/storiesofhope) #StoriesofHopeNV #SpreadHope

## STORY POST EXAMPLES:



#StoriesofHopeNV: Through our partner @aydensangels0, Azalea and her son Benji received the financial support they needed to keep their home. "I am so grateful for the financial assistance from @Homie and UWSN. It gave us hope during this horrible time." Learn more: [uwsn.org/storiesofhope](https://uwsn.org/storiesofhope)



Our UWSN EACN Fund partner, @ULAN helped \*David, a single father with three children, keep a roof over his family's heads as he worked to find a new job during these challenging times. On August 17, our nonprofit partners across the Valley will share inspiring stories like David's to #spreadhope in our community. Learn more [uwsn.org/storiesofhope](https://uwsn.org/storiesofhope) #StoriesofHoneNV