

# PROMOTE CDF-OHIO'S EVENT ON SOCIAL MEDIA

Children's Defense Fund-Ohio (CDF-Ohio) is hosting an evening of celebration and inspiration and to learn more about how Ohio's children are faring during these difficult and unprecedented times. Hear moving and heartfelt stories from some of Ohio's young adults and help us to "Lift Every Voice for Children"! As CDF's only fundraiser, this event will raise the funds necessary to sustain the organization's ongoing advocacy efforts for children who cannot vote, lobby or speak for themselves. Invest in creating a better Ohio for our children today!

**Wednesday, September 21, 2022 at the Lincoln Theater in Columbus, Ohio**

*Doors Open at 5:00pm for Reception, Drinks & Hors D'oeuvres and the featured program starts at 5:30pm*

*Featured guests: CDF-Ohio Executive Director, Dr. Tracy Najera, and special guest speakers: Sheri Brady, Children's Defense Fund's Vice President of Strategy & Program; Kim Eckhart, Children's Defense Fund-Ohio's KIDS COUNT Project Manager; and Youth advocates to be announced.*

[Learn more on our website!](#)

## **LINK TO REGISTER:**

<http://ow.ly/k3ts50JfJ40>

## **EVENT INFORMATION:**

<http://ow.ly/8QRU50JfKFT>

## **Follow these steps to promote CDF's Lift Every Voice for Children Fall Benefit on social media:**

- Use the hashtag #CDFOhio2022 in your posts
- Encourage friends and followers to text "CDFOHIO2022" to 243725 to give in support of CDF-Ohio's work advocating for Ohio's children.
- **Tag CDF-Ohio in your posts:**
  - Facebook: @CDFOHIO
  - Twitter: @CDF\_Ohio
  - Instagram: @cdfohio



# SOCIAL MEDIA TIPS

All of the social media platforms have their strengths for promoting CDF-Ohio's Fall Event. Here are some ways you can engage friends online:

## Facebook

Activate your networks by creating a Facebook Peer to Peer fundraiser. Be sure to tell your personal "why" for supporting CDF-Ohio's work and encourage your friends to attend the fall event by including the RSVP link.

[Click here for tips on getting your Peer to Peer Fundraiser started!](#)

## Twitter

Make sure to include the hashtag #CDFOHIO2022 in all of your posts.

Be sure to include the link to register, information on how to Text2Give, or direct them to your Facebook Fundraiser.

Also, encourage your networks to retweet and share with their own!

## Instagram

Generate buzz for the event by polling your friends about the issue for child wellbeing they care about most.

You can also add a link to register for the event or to donate to your Facebook fundraiser in your bio!

## TikTok

Create a video of yourself before or during the event and share to TikTok using the hashtag #CDFOHIO2022

Reach wide audiences instantly by participating in and making content about the event inspired by viral trends on TikTok.

## SAMPLE SOCIAL MEDIA MESSAGING:

### Encourage Attendance:

Join @CDF\_Ohio on Sept. 21st for the Lift Every Voice for Children Fall Benefit celebrating another year of advocacy for Ohio's children! Tickets are on sale now:

<http://ow.ly/k3ts50JfJ40>  
#CDFOHIO2022

### Encourage Text2Give:

@CDF\_Ohio's fall celebration is just weeks away! Text "CDFOHIO2022" to 243725 to support their work and be automatically entered to win a surprise gift courtesy of #DiamonsDirect!  
#CDFOHIO2022

For more information, please call (614)221-2244 or email Stacy Royer, Development Chair, at [royer@childrensdefense.org](mailto:royer@childrensdefense.org)