**Social Media Toolkit**

**Post 1: Before the Collection**

*The link in the posts leads to a video. Be sure to copy the whole link and the video will automatically be linked on Facebook and Twitter!*

**Facebook:**

Check out life at the poverty line. Support the Catholic Campaign for Human Development Collection at Mass. #PowerOfCCHD #1church1mission <https://goo.gl/MFO7fn>

**Twitter:**

See life at the margins. Help the CCHD collection at Mass. #PowerOfCCHD <https://goo.gl/MFO7fn>

**Post 2: Before the Collection**



**Facebook/Instagram:**

Did you know that over 43 million Americans live below the poverty line? You can help by supporting the collection for the Catholic Campaign for Human Development at Mass! #PowerOfCCHD #1church1mission [www.povertyusa.org](http://www.povertyusa.org)

**Twitter:**

DYK over 43 million Americans live below the poverty line? Learn about it @EndPovertyUSA #PowerOfCCHD [www.povertyusa.org](http://www.povertyusa.org)

**Post 3: Before the Collection**

*The link in the posts leads to a video. Be sure to copy the whole link and the video will automatically be linked on Facebook and Twitter!*

**Facebook:**

Have three minutes? Why not use them to learn about how the USCCB addresses issues of poverty in this interview with CCHD Director Ralph McCloud? #PowerOfCCHD #1church1mission <https://goo.gl/UMoEIz>

**Twitter:**

Have three minutes? Use them to learn about how CCHD addresses issues of poverty with Director Ralph McCloud. <https://goo.gl/UMoEIz>

**Post 4: Before the Collection**

****

**Facebook/Instagram:**

The Collection for the Catholic Campaign for Human Development helps those who are working to end poverty in the United States. Support the collection at Mass! #PowerOfCCHD #1church1mission <http://goo.gl/I6FqfW>

**Twitter:**

The collection for the Catholic Campaign for Human Development helps those who are working to end poverty in the US: <http://goo.gl/I6FqfW>

**Post 5: Before the Collection**

*The link in the posts leads to the newsletter information page. Be sure to copy the whole link and it will automatically be linked on Facebook and Twitter!*

**Facebook:**

Want to stay up-to-date on how the Catholic Campaign for Human Development is working to break the cycle of poverty? Sign up for the quarterly newsletter, "Helping People Help Themselves." #PowerOfCCHD #1church1mission <http://goo.gl/iktA5H>

**Twitter:**

Stay up-to-date on how CCHD breaks cycles of poverty. Sign up for the newsletter! #PowerOfCCHD <http://goo.gl/iktA5H>

**Post 6: Week of the Collection**

*The link in the posts leads to a video. Be sure to copy the whole link and the video will automatically be linked on Facebook and Twitter!*

**Facebook:**

Who receives funding from the collection for the Catholic Campaign for Human Development? Watch our "Meet Mary" video and see how your donations break the cycle of poverty. #PowerOfCCHD #1church1mission <https://goo.gl/OouOcF>

**Twitter:**

Who receives funding from @EndPovertyUSA collection? Watch "Meet Mary." #PowerOfCCHD <https://goo.gl/OouOcF>

**Post 7: Week of the Collection**



**Facebook/Instagram:**

This weekend is the collection for the Catholic Campaign for Human Development! Be part of the effort to break the cycle of poverty in the United States. #PowerOfCCHD #1church1mission <http://goo.gl/I6FqfW>

**Twitter:**

This weekend is the CCHD collection! Help break the cycle of poverty in the US. #PowerOfCCHD <http://goo.gl/I6FqfW>

**Post 8: Week of the Collection**



**Facebook/Instagram:**

This weekend our second collection is for the Catholic Campaign for Human Development. DYK 25% of funds collected will stay here in the diocese for anti-poverty projects? Please be generous! #PowerofCCHD <http://goo.gl/I6FqfW>

**Twitter:**

DYK 25% of funds from the CCHD collection stay in our diocese? #PowerOfCCHD <http://goo.gl/I6FqfW>

**Post 9: Day of the Collection**



**Facebook/Instagram:**

Today our second collection is for the Catholic Campaign for Human Development! Please be generous and help end the cycle of poverty in the United States. #PowerofCCHD #1church1mission [www.povertyusa.org](http://www.povertyusa.org)

**Twitter:**

Today our second collection is for the Catholic Campaign for Human Development! Please be generous. [www.povertyusa.org](http://www.povertyusa.org)