



Catholic Campaign for Human Development

CCHD Collection Social Media Guide

Thank you for helping to promote the CCHD National Collection. Held annually on the **33rd Sunday in Ordinary Time**, the CCHD collection coincides with **the World Day of the Poor in November** and provides an excellent opportunity to highlight the important work of CCHD. You can use this content as a resource for sharing on social media or via email. Please feel free to edit the posts, add, or subtract to make them your own.

Please tag CCHD/Poverty USA if you share on Facebook or X/Twitter:

Facebook handle to tag: **@Poverty USA by CCHD**

X/Twitter handle to tag: **@PovertyUSA_CCHD**

Please also include **#PowerofCCHD** in your posts so we can share them.

#iGiveCatholic Together is a year-round platform that allows individuals to support the CCHD Collection through online giving. Please feel free to include this option in your collection promotion:

- *#iGiveCatholicTogether also accepts funds for the collection: <https://bit.ly/iGiveCCHD>*

Pope Francis releases a **World Day of the Poor Message** each year. Check out the message for this year and include quotes and themes in your promotional efforts:

<https://www.vatican.va/content/francesco/en/messages/poveri.index.html#messages>

Sample Social Media Messages:

- The Catholic Campaign for Human Development (CCHD) works to break the cycle of poverty by helping low-income people participate in decisions that affect their lives, families, and communities.
- CCHD is the domestic anti-poverty program of the U.S. Catholic Bishops, working to carry out the mission of Jesus Christ "... to bring glad tidings to the poor ... liberty to captives ... sight to the blind, ... to let the oppressed go free." (Luke 4:18)
- For more than 50 years, the Catholic Campaign for Human Development (CCHD) has empowered members of vulnerable and marginalized communities across the country by educating and funding local community organizations that advocate for justice and assist those in need.
- From empowering immigrants in towns along the southern border to advocating for improved housing and educational opportunities in northern and midwestern cities, CCHD-funded groups tackle a wide range of economic and social justice challenges that affect local communities in rural and urban areas.

- The Church teaches that “the natural environment is a collective good, the patrimony of all humanity and the responsibility of everyone” (Pope Francis, *Laudato Si'*, no. 95). When you support the Catholic Campaign for Human Development, you support organizations that work to protect the air, soil, and water for all members of their communities.
- This weekend, our diocese will take up the collection for the Catholic Campaign for Human Development (CCHD) on World Day of the Poor. When you support this collection, you help vulnerable people nationwide work for change that increases opportunity and trains community leaders. You also help your neighbors, because 25% of the collected funds stay in your diocese. Your support helps protect and empower vulnerable communities every day.
- When you participate in the CCHD collection, you help form future leaders and strengthen CCHD-funded programs across the country and in your community.

Having trouble figuring out what to post on social media? No problem. Share our Facebook posts, retweet our X/Twitter content, follow [#powerofCCHD](#), and make use of the suggestions below!

Stories of Hope:

- [What Causes Food Insecurity and What are Solutions to It?](#)
- [Supporting Restorative Justice Practices in St. Louis](#)
- [Doing Good Isn't Always Easy. But it's Never Been More Important.](#)
- [A History of Discrimination, Redlining and Affordable Housing Work in Washington, DC](#)
- [What 50 Years of Chicago Immigrant Accompaniment Looks Like](#)
- [Resources For Racial Justice](#)
- [Supporting Environmental Justice in Portland, OR](#)
- [Homelessness & Food Desserts in LA](#)

[Find more Stories of Hope on Poverty USA](#)

Videos:

- [Poverty USA Video Library](#)
- [USCCB YouTube CCHD Playlist](#)

Poverty Education Resources:

- [Poverty Data Map](#)
- [Poverty Facts](#)
- [Poverty Quiz](#)

For more information about CCHD, please visit usccb.org/CCHD. Additional resources for the collection including social media images and copy, please visit [the CCHD Collection resource webpage](#).