

CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT WORKING ON THE MARGINS

Social Media Tool Kit

Post 1: Before the Collection

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

Facebook/Twitter:

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

Post 2: Before the Collection



Facebook/Instagram/Twitter:

Did you know that more than 46 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

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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!

Facebook/Twitter:

Have three minutes? Use them to learn about how the USCCB addresses poverty in this interview with CCHD director Ralph McCloud!
#PowerOfCCHD #1church1mission
<https://goo.gl/UMoElz>

Post 4: Before the Collection



Facebook/Instagram/Twitter:

The collection for the Catholic Campaign for Human Development helps people working to end poverty in the United States. Support the collection at Mass! #PowerOfCCHD #1church1mission <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/Twitter:

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>

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/Twitter:

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>

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Post 7: Week of the Collection



Facebook/Instagram/Twitter:

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

Post 8: Week of the Collection



Facebook/Instagram/Twitter:

This weekend, our special collection supports the Catholic Campaign for Human Development. 25 percent of funds we collect will stay here in the diocese for antipoverty projects. Please be generous! #PowerofCCHD #1church1mission <http://goo.gl/I6FqfW>

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Post 9: Day of the Collection



Photo: Brian Payne

Facebook/Instagram/Twitter:

Today, our special collection supports 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