

# CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT WORKING ON THE MARGINS

## 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/UMoElz>

#### Twitter:

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

# CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT WORKING ON THE MARGINS

## 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>

# CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT WORKING ON THE MARGINS

## 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>

# CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT WORKING ON THE MARGINS

## 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)