



We need your social media help to make Care to Kick it a huge success!

Remember that posts that include visuals typically perform better than text-only posts.

- February 26, 2017: We would like if you utilize the included cover photos on all of your social media platforms and leave them up throughout the month of March.

Facebook Caption: Shop Local, Support Local Students! On Saturday March 25th [Business Name] is teaming up with Care to Learn to kick poverty to the curb! Find out more about Care to Kick it here: <http://caretokickit.com/> #CaretoKickit

Twitter Caption: Shop Local, Support Local Students! On Saturday March 25th [Business Name] is teaming up with local business to raise money for @CaretoLearn. More Info: <http://caretokickit.com/> #CaretoKickit

- Week of March 1: Could you help us build *awareness and excitement* by beginning to post on all your social media platforms? In the attached media kit, you will find branding images that can be shared with the below posts!
- Shop local support local students with (BUSINESS NAME) for Care to Kick it. We're helping Care to Learn kick poverty to the curb by donating (X) of our sales (On Saturday March 25th OR During the Month of March).

Facebook Caption: Check out what Care to Learn is doing! Shop Local, Support Local Students! #CaretoKickit!

Twitter Caption: We care about the students in our community and hope to see you March 25th for #CaretoKickit ! <http://caretokickit.com/>

Instagram Caption: Love what Care to Learn is doing for the kids in our community. Shop with us on March 25th and a portion of proceeds will go back to Care to Learn. Link in bio. #CaretoKickit

***Add like to home bio: <http://caretokickit.com/>

- Week of March 12: It's time to build anticipation!

Facebook Caption: Care to Kick it is almost here! Two weeks to go! Shop Local, Support Local Students. #CaretoKickit <http://caretokickit.com/>

Twitter Caption: Care to Kick it is almost here! Two weeks to go! Shop Local, Support Local Students. #CaretoKickit <http://caretokickit.com/>

Instagram Caption: Two Weeks to go! Looking forward to Care to Learn's new fundraiser #CaretoKickit . Link in Bio.

- Week leading up to Care to Kick it: Would you help us direct shoppers to the map of participating locations.

Facebook Caption: Start planning your Saturday shopping spree now! Participating businesses here: <http://caretokickit.com/participating-businesses/> #CaretoKickit

Twitter Caption: Our Business Map is ready! Check it out:
<http://caretokickit.com/participating-businesses/> #CaretoKickit

Instagram Caption: #CaretoKickit is going to be awesome! Can't wait to see you Saturday!

Other ways to spread the word!

- Don't forget to hang your poster, window cling & bucket!
- Hang posters at your business encouraging customers to shop March 25th.
- Hand out flyers or include them in your customers' bags at checkout.
- Use Facebook live to spread the word about a special product or promotion you are offering for Care to Kick it.
- Send out an email reminding customers and clients that you are participating in Care to Kick it!
- Share the Care to Kick it facebook event located on the Care to Learn facebook page!
<https://www.facebook.com/events/1800908563492095/>

Thank you for participating in our first annual Care to Kick it Campaign! Without you, this would not be possible.

**Have questions or need help? Contact Ruth Mushynski our marketing liaison at 417.987.3429
Care to Learn questions? Contact Heather Trinca at 417-862-7771**