



SOCIAL MEDIA TOOLKIT

CWEE's signature annual event, Harvesting Opportunities (HOPP) is virtual in 2021.

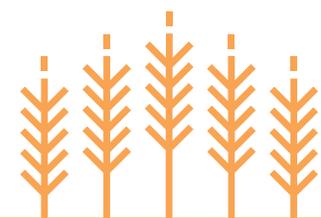
As we enter a “post-COVID” era, there is an increasing number of opportunities for CWEE to play an important role in the recovery from COVID and the serious effects on our workforce and our economy.

The Harvesting Opportunities (HOPP) event is a vital source of revenue that powers CWEE's work -- and this year is no exception.

This toolkit has everything you need to participate in our HOPP 2021 online peer-to-peer fundraising event and share information about CWEE with your network. Click [here](#) to find our campaign page to share.

Questions? Need Support?

Contact Mary-Kate Doyle, Development Manager
mduoye@cwee.org | 303.892.8444 x 324



HARVESTING
OPPORTUNITIES

CWEE 2021

WHO WE SERVE

- 100% live below the FPL
- 77% are single parents
- 54% are aged 17 - 29 years
- 59% report unreliable or no childcare
- 58% report unstable housing

CWEE IMPACT

- \$4.2 million in annual wages into the Denver Metro economy
- 219 parents gained full time employment
- Connected over 860 low-income families to vital resources
- 95% of graduates retained employment at the 30 day mark

FACEBOOK + LINKEDIN

Sample posts for inspiration

“I **#supportCWEE** because I believe in the power of training and employment to lift workers and families out of poverty. Please support my efforts to raise awareness & money for the low-income career seekers that CWEE supports. Share the message, give what you can, & join me!” give.cwee.org/HOPP2021

As opportunities in recovery arise, I **#supportCWEE** because this nonprofit is rising to the challenge. Learn more about the training, upskilling and employment support CWEE offers vulnerable career seekers and join me in supporting their vital mission! give.cwee.org/HOPP2021

I **#supportCWEE** because this nonprofit has helped more than 15,000 Denver area families out of poverty since 1982. Learn more about CWEE’s work, mission and impact & join me in supporting this great cause. give.cwee.org/HOPP2021

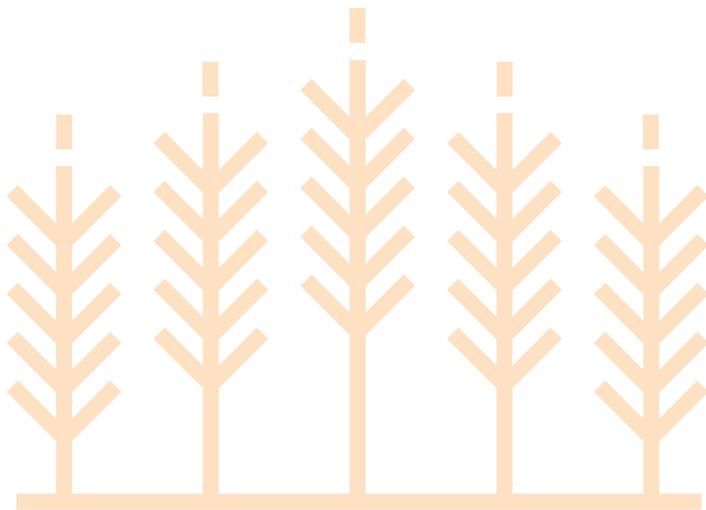
INSTAGRAM

Sample posts for inspiration – don’t forget to include your fundraising link in your bio!

[post photo of you and your family] When parents succeed, children thrive. Please **#supportCWEE** and join me in making a difference in the lives of families through upskilling, employment and individual support. Link in bio.

[post photo of yourself at work] I **#supportCWEE** because employment and education are the foundation of economic opportunity. Join me in supporting low-income career seekers to succeed as the labor market changes. Link in bio.

[post photo of you and your donor] Thank you @[donor’s handle] for donating to my **#supportCWEE** effort! Link in bio.





TWITTER

Sample tweets for inspiration

I **#supportCWEE** because I believe education & employment are the foundation of opportunity. Join me and make a difference!
@CWEEorg give.cwee.org/HOPP2021

Please join me in supporting **@CWEEorg** and their work to upskill low-income career seekers for success in a changing economy.
#supportCWEE give.cwee.org/HOPP2021

Thank you **@[donor's handle]** for donating to my **#supportCWEE** effort! Learn more about **@CWEEorg** cwee.org

REACH OUT TO YOUR NETWORK!

MAKE IT PERSONAL

The more love you put into telling the story of why you are involved with CWEE, the more likely your connections are to click the link you post and consider supporting CWEE with a financial gift.

USE PHOTOS & VIDEOS

Social media feeds prioritize photos with videos and photos. Repetition is also important. The more your family and friends see your posts, the more chances they have to click and support.

BE CREATIVE & CROSS POST

You might have a blog, a website, a podcast or email contacts: Use all of your platforms to spread the word about CWEE!

THANK YOUR NETWORK

Make sure you thank your donors and community for their support. Tag everyone who supports your campaign to show your love and appreciation!



FUNDRAISING TIPS

REACH OUT TO EVERYONE IN YOUR NETWORK

Reach out to friends, family, and current and former colleagues. People will be interested to hear why you care about CWEE, and therefore will want to support you in your mission to raise funds for CWEE. This is an accessible way to engage folks, even out of state, to learn about CWEE's work.

FOLLOW UP (AND FOLLOW UP AGAIN)

People typically need several reminders to take action – be polite and persistent when sharing information and when you ask for support.

ASK YOUR COMPANY FOR A MATCHING GIFT

Many companies have a matching gift program for their employees and will donate money to the causes you support. Talk to your supervisor about whether your company has a program!

SAY THANK YOU!

It's not possible to say "thank you" too many times! The donors will receive a formal acknowledgement letter from CWEE, but thanking your network shows how much their partnership means to you.

SPREADING THE WORD



EMAIL

Email is a great way to send information to many people at once -- but emails are easy to overlook! Be sure to personalize the email as best you can, and follow up within a few days to make sure the information was received.



SOCIAL MEDIA

Utilize our sample social media posts to share our message with your network on Facebook, LinkedIn, Instagram and Twitter!



PHONE CALLS AND TEXT MESSAGES

Call your friends and family to tell them why you support CWEE and our current needs. Leave a message if they don't answer and follow up with a text or email. Texting is also a great way to share your page, which is mobile-friendly.

