



## Day of Caring Food and Blood Drive Social Media Toolkit

Thank you for participating in our third Day of Caring Food and Blood Drive! Last year, more than 42,000 pounds of food and over 200 pints of blood were collected, helping countless families in our community experiencing food insecurity and providing lifesaving medical care to approximately 575 people.

We developed this resource to help you promote your food drive location on social media. Feel free to use this material as-is or customize it to fit your brand. If you have any questions, please reach out to Brittany McCulloch, Marketing Specialist, at [bmcculloch@tauw.org](mailto:bmcculloch@tauw.org).

### Tulsa Area United Way Social Media Accounts

Please be sure to tag us in your post! We are active on Facebook, Instagram, LinkedIn and Twitter.

Our social media handles:

- Facebook and LinkedIn: Tulsa Area United Way
- Instagram: @unitedwaytulsa
- Twitter: @tulsaunitedway

### Day of Caring Food and Blood Drive Hashtags

Please use the hashtags #WeCanCanYou, #DayOfCaring and/or #LiveUnited in your post. If possible, integrate them directly into your posts. If not, feel free to include them at the end of your post.

### Sample Posts for Companies

Here are some sample posts you can use as-is or modify for your needs. Fill in the blanks as appropriate for your company. If the organization you're working with is active on social media, it would be a great opportunity to tag them as well to further your social media reach and get in front of their audience of supporters.

- We are getting excited for the third annual [@Tulsa Area United Way] #DayOfCaring Food and Blood Drive! [Your Company] is hosting a food donation site at [@Organization Name] to fill their food pantry. We need your help! Stop by and see us on June 24 between 8am-3pm to help our friends and neighbors in need. Visit [tauw.org/fooddrive](http://tauw.org/fooddrive) to view a list of the most needed food items. #LiveUnited #WeCanCanYou
- [Your Company] is excited to volunteer at [@Organization Name] during [@Tulsa Area United Way]'s annual Food and Blood Drive on June 24 from 8am-3pm! We #LiveUnited because 1 in 4 Oklahoma children are living in households where there isn't enough food to eat, but by working together, we can help Oklahoma families. Can you? #WeCanCanYou
- We're hosting a [@Tulsa Area United Way] #DayOfCaring food donation site! [Your Company] will be at [@Organization Name] on June 24 from 8am-3pm collecting donations. Can you be there too? #WeCanCanYou
- Because we care about our employees & community, we are serving as a food donation site for the 2022 [@Tulsa Area United Way] #DayofCaring Food and Blood Drive on June 24, collecting donations for [@Organization Name]. Go to [tauw.org/fooddrive](http://tauw.org/fooddrive) for a list of most needed foods and stop by our [Insert Address] location from 8am-3pm to bring your donations! #WeCanCanYou #LiveUnited

- We are excited to serve as drop-off site for the [@Tulsa Area United Way] #DayofCaring Food Drive on June 24 at our [Insert Address] location. Food will go to [@Organization Name] to alleviate food insecurity in our community. The most needed food items are canned fruits and vegetables, canned protein, peanut butter, rice and pasta. We'll be there from 8am-3pm, can you!? #LiveUnited #WeCanCanYou

## Sample Posts for Partner Agencies

Here are some sample posts you can use as-is or modify for your needs. Fill in the blanks as appropriate for your organization. If the company you're working with is active on social media, it would be a great opportunity to tag them as well to further your social media reach and get in front of their audience of supporters.

- We are getting excited for the third annual [@Tulsa Area United Way] #DayOfCaring Food and Blood Drive! [@Hosting Company] is hosting a food donation site at [Your Organization] to fill our client food pantry. Stop by and see us on June 24 between 8am-3pm to help our friends and neighbors in need. Visit [tauw.org/fooddrive](http://tauw.org/fooddrive) to view a list of the most needed food items. #LiveUnited #WeCanCanYou
- [Your Organization] is excited to host volunteers from [@Hosting Company] during [@Tulsa Area United Way]'s annual Food and Blood Drive on June 24 from 8am-3pm! Did you know 1 in 4 Oklahoma children are living in households where there isn't enough food to eat? By working together with [@Hosting Company], we can help Oklahoma families. Can you? #WeCanCanYou #LiveUnited
- We are a [@Tulsa Area United Way] #DayOfCaring food donation site! Volunteers from [@Hosting Company] will be at [Your Organization] on June 24 from 8am-3pm collecting donations. Can you join them? #WeCanCanYou
- We are serving as a food donation site for the 2022 [@Tulsa Area United Way] #DayofCaring Food and Blood Drive on June 24, collecting donations for our clients and community with [@Hosting Company]. Go to [tauw.org/fooddrive](http://tauw.org/fooddrive) for a list of most needed foods and stop by to donate between 8am-3pm! #WeCanCanYou #LiveUnited
- We are excited to serve as drop-off site for the [@Tulsa Area United Way] #DayofCaring Food Drive on June 24 at our [Insert Address] location. Donations will help us alleviate food insecurity in our community through distribution at our in-house food pantry. The most needed food items are canned fruits and vegetables, canned protein, peanut butter, rice and pasta. [@Hosting Company] will be here from 8am-3pm ready to collect your donations and stock our pantry with nutritious food, can you be here too? #WeCanCanYou