

Social Media Plan for PACKHOPE Events

Post #1 – Two Months Prior to Event

Facebook

You can relieve the suffering of hungry people by joining us for our **PACKHOPE** Experience on [date]. We are partnering with Unto®, the humanitarian ministry of Cru®, to pack [number, aid] for people around the world. This will be a family-friendly event and will make a significant difference in the lives of families living in the toughest places on earth. Register for this free event at [URL].



Instagram

You can relieve the suffering of hungry people by joining us for our **PACKHOPE** Experience on [date]. We are partnering with @unto_people to pack [number, aid] for people around the world. This will be a family-friendly event and will make a significant difference in the lives of families living in the toughest places on earth. Register for this free event at [URL].



Twitter

You can relieve the suffering of hungry people by joining us for our **PACKHOPE** Experience on [date]. We are partnering with @unto_people to pack [number, aid] for people around the world. Register for this free, family-friendly event at [URL].



Post #2 – One Month Prior to Event

Facebook

Looking for a meaningful family activity that reveals hope to hungry people? Join us as we partner with Unto[®], the humanitarian ministry of Cru[®], for our **PACKHOPE** Experience on [date]. You can help pack [number, aid] for hungry people in the toughest places. Learn more about this free event at [URL].



Instagram

Looking for a meaningful family activity that reveals hope to hungry people? Join us as we partner with @unto_people, the humanitarian ministry of Cru[®], for our **PACKHOPE** Experience on [date]. You can help pack [number, aid] for hungry people in the toughest places. Learn more about this free event at [URL].



Twitter

Looking for a meaningful family activity that reveals hope to hungry people? Join us as we partner with @unto_people for our **PACKHOPE** Experience on [date]. You can help pack [number, aid] for hungry people in the toughest places. Learn more about this free event at [URL].

Post #3 – One Week Prior to Event

Facebook

We are so excited for our **PACKHOPE** Experience next week, in partnership with Unto[®], the humanitarian ministry of Cru[®]! Thousands of hungry people who live in the toughest places on earth will receive nutritious food from the [seeds/meals] you pack. Register for this free, family-friendly event at [URL].

Instagram

We are so excited for our **PACKHOPE** Experience next week, in partnership with @unto_people, the humanitarian ministry of Cru[®]. Thousands of hungry people who live in the toughest places on earth will receive nutritious food from the [seeds/meals] you pack. Register for this free, family-friendly event at [URL].

Twitter

We are so excited for our **PACKHOPE** Experience next week, in partnership with @unto_people. Thousands of hungry people who live in the toughest places on earth will receive nutritious food from the [seeds/meals] you pack. Register for this free, family-friendly event at [URL].

