



Shot@Life #GivingTuesday Toolkit

Topline messages from Shot@Life for
#GivingTuesday, November 27, 2018

shot
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Key Themes

- Shot@Life is gearing up to celebrate our supporters and Shot@Life Champions this giving season.
- This #GivingTuesday beginning at 8am EST, Facebook and PayPal will match up to \$7 million in donations.
- On #GivingTuesday JNJ's "Donate a Photo" app will be having a surge day. This means supporters can donate up to 10 photos, meaning 10 dollars to Shot@Life!

Messaging

November 21-25



#GivingTuesday is a global movement where anyone, anywhere can make a difference. This year, join me in supporting @ShotAtLife as they work to provide lifesaving vaccines to children around the world.
shotatlife.org/donate



I support the @ShotAtLifeCampaign and their work to ensure children have a shot at a happy and healthy future, no matter where they are.

This #GivingTuesday, join me in giving back to Shot@Life:
shotatlife.org/donate

Download other graphics [here](#).

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Messaging November 26



Know what pairs well with Cyber Monday sales? #GivingTuesday donations! You have the power to give a child a shot at life by donating just \$25 on #GivingTuesday.




Last week was #BlackFriday, today is #CyberMonday, and tomorrow is the day I am most excited for: #GivingTuesday! What is on your gift list this giving season?

Consider adding a \$25 donation to the @ShotAtLifeCampaign. With \$25, you can protect a child against measles, polio, diarrheal disease, and pneumonia for LIFE. Make a difference in a child's life by donating today: shotatlife.org/donate

Download other graphics [here](#).

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Messaging

#GivingTuesday, 11/27



- It's #GivingTuesday! How will you make a difference today? Consider making a donation to @ShotAtLife and ensure children worldwide have access to lifesaving vaccines: shotatlife.org/donate
- #DYK: By donating \$25 to @ShotAtLife, you can protect a child against measles, polio, diarrheal disease, and pneumonia for LIFE? Make a difference in a child's life by donating today: shotatlife.org/donate



While you are waiting for your #CyberMonday purchases to arrive, why not make a #GivingTuesday donation that will save lives?

By donating \$25 to the @ShotAtLifeCampaign, you can protect a child against measles, polio, diarrheal disease, and pneumonia for LIFE!

Donate today: Shotatlife.org/donate #VaccinesWork

Download other graphics [here](#).

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Messaging

#GivingTuesday, 11/27 (cont.)



Today only @Facebook and @PayPal will match up to \$7 million in donations made via @Facebook! Donate to support @ShotAtLife tomorrow beginning at 8am EST and see your impact multiplied.



Be the first to donate to the @ShotAtLifeCampaign TODAY here on Facebook and see your donation multiplied!

@Facebook and @PayPal will match up to \$7 million in donations made this #GivingTuesday.

Click on the @ShotAtLifeCampaign and donate directly on their Facebook profile. Simple as that!

Download other graphics [here](#).

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Donate a Photo this GivingTuesday, 11/27



- To celebrate #GivingTuesday, @donateaphoto is having a surge! Join me in donating up to 10 photos to @ShotAtLife. Together we'll be helping provide lifesaving vaccines to children around the world. Learn more: <http://bit.ly/2zj0o5k>
- TODAY only upload 10 photos with the free @donateaphoto app, select @ShotAtLife, and raise \$10 to support global childhood access to vaccines. Donating has never been easier: <http://bit.ly/2zj0o5k>



TODAY only Donate a Photo is having a surge! Donate up to 10 photos to the @ShotAtLifeCampaign and support global access to childhood vaccines.

Download the Donate a Photo app on your Android (<http://bit.ly/2Oypu5Z>) or iPhone (<https://apple.co/2M6NAmN>) and share your photo today!

Download other graphics [here](#).

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Messaging Post

#GivingTuesday



- Protecting children against vaccine-preventable disease never goes out of style! It's not too late to donate: shotatlife.org/donate
- Don't worry-- the spirit of giving doesn't have an expiration date! Give the gift of lifesaving vaccines to children who wouldn't have access to them otherwise: shotatlife.org/donate



Celebrate your blessings in the remaining hours of the Thanksgiving season by donating today: shotatlife.org/donate. Make a donation now to give children around the world the gift of good health – a gift with lasting impact.

Download other graphics [here](#).

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Contacts

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