

DONATE YOUR DRINK DOUBLE YOUR DONATIONS

KEY IMPORTANT MESSAGES

Why give – ‘Your donation will be doubled’

When to give – ‘30th Nov – Midday 7th Dec 2021’

Where to give between 30th – 7th Dec -

<https://tinyurl.com/44ws2nu3>

Where to let us know that they want to be contacted/reminded to donate between 30th-7th Dec - <https://tinyurl.com/2dbswnrd>

OTHER MESSAGES

Giving people who may feel isolated with a substance misuse a support system

Someone with lived experience of substance misuse, reaching those who are going through it

Making sure no one is alone in their struggle to be in their recovery journey at one of the hardest times of the year (Christmas season)

AUDIENCE WE ARE TRYING TO REACH

Public who have lived experience of substance misuse

Members/Volunteers who want to help others be supported

Businesses with interests in charity causes – big or small

People with interests in charity causes

(All must have debit/credit card)

CAMPAIGN HASHTAGS

Please include in any posts:

#ChristmasChallenge21

#DonateYourDrink

Particularly for only 30th November:

#GivingTuesday*

This specific day and hashtag of Giving Tuesday is going to be sponsored by Thebiggive and Giving Tuesday – so it will be the biggest day of reaching people, and also is the day where donations will begin for the challenge

FOR SOCIAL MEDIA USE

To download these images:

- 1.)Click any of the links
- 2.)Right click your mouse
- 3.)Go to 'Save As' on the menu and click it
- 4.)Save it to your device
- 5.)If you have a mobile phone, press your finger onto the image and wait for the option to download to show

SOCIAL MEDIA GRAPHICS:

<https://tinyurl.com/vr29yczh>

<https://tinyurl.com/2nkrtcnk>

<https://tinyurl.com/56vdhn7p>

<https://tinyurl.com/4ba5ykwm>

<https://tinyurl.com/2dyzaf34>

Facebook Banners:

<https://tinyurl.com/d3pymfjb>

<https://tinyurl.com/3sje9a2d>

<https://tinyurl.com/4w4cduxf>

<https://tinyurl.com/48xnpe6h>

<https://tinyurl.com/ydz6hma3>

TWITTER BANNERS:

<https://tinyurl.com/kt9rah64>

<https://tinyurl.com/xue42hc>

<https://tinyurl.com/yt44avxc>

<https://tinyurl.com/896j72wz>

<https://tinyurl.com/yntpynvn>

LINKEDIN BANNERS:

<https://tinyurl.com/td3wy8cf>

<https://tinyurl.com/3axtb7sb>

<https://tinyurl.com/anr7ehdv>

<https://tinyurl.com/m5c49jcf>

<https://tinyurl.com/eca9sv7e>

HERE'S SOME SOCIAL MEDIA WRITING FOR YOU TO USE:

You can put this writing alongside your chosen image. You can repeat them, as not everyone will see your posts at the same times:

FOR INDIVIDUAL DONORS:

I am supporting @RecoveryCymru for the #ChristmasChallenge21 by donating to their #DonateYourDrink campaign, where donations will make twice the impact. You can find out more about Recovery Cymru and donate here <https://tinyurl.com/44ws2nu3>

Christmas is one of the hardest times for those with substance misuse challenges. That's why I'm supporting @RecoveryCymru with their #DonateYourDrink campaign where my donation will make twice the impact. You can donate too

<https://tinyurl.com/44ws2nu3> #ChristmasChallenge21

My gift to @RecoveryCymru #DonateYourDrink campaign has just made twice the impact. By gifting my to-go drinks money for the week, I have made sure that people struggling with substance misuse have someone to talk to over Christmas. You can donate too <https://tinyurl.com/44ws2nu3>

FOR BUSINESSES

(Business Name) is proud to be a part of @RecoveryCymru #DonateYourDrink campaign. Our gift will mean people struggling with substance misuse and isolation have someone to be there for them over Christmas. Join us by donating too <https://tinyurl.com/44ws2nu3> #ChristmasChallenge21

(Business name) has doubled the impact of our gift to @RecoveryCymru by taking part in the #DonateYourDrink campaign. Every gift helps someone struggling with substance misuse have support over Christmas AND is doubled. Donate here <https://tinyurl.com/44ws2nu3> #ChristmasChallenge21

