



**Mountain to Shore - Maryland Strong**

**Oct. 3 - Dec. 12, 2022**

**[mcc.maryland.gov](https://mcc.maryland.gov)**

## **Maryland Charity Campaign Outreach Tool Kit**

Please help educate donors about the powerful opportunity the Maryland Charity Campaign (MCC) provides to make a difference near and far. Social media is an effective tool to encourage participation and donations for the nonprofits improving our world. We've provided you with turnkey content that you can copy and paste into your favorite social media platforms. Below you'll find sample content for Twitter and Facebook – and don't hesitate to use it elsewhere such as your blog, newsletter, across other social channels like LinkedIn, Instagram, Tumblr, etc. On the MCC website, you'll find graphics you can pair with this copy: <https://mcc.maryland.gov> Contact [marcom@charities.org](mailto:marcom@charities.org) for assistance.

### **So we can amplify what you do, first:**

- “Like” Maryland Charity Campaign on Facebook: <https://www.facebook.com/marylandcares/>
- Follow the Campaign on Twitter: <https://twitter.com/marylandcharity>
- Subscribe to our [YouTube channel](#), then watch, “like,” and share our content, such as the Campaign video, [Participating Charities Playlist](#), giving tutorial, and more:

### **Other Important Notes:**

- Please **use our Campaign hashtag #MCCMatters in all social media messages** to help us aggregate, measure, and amplify the conversation.
- **Always include a graphic and the call to action – to visit the MCC site, <https://mcc.maryland.gov> – with every post.** You are welcome to use the [MCC logo](#), [dollar-buy infographic](#), graphics we share on social media, weekly drawing prices, etc., with your posts. Just right click on any image to save the image to your computer. If you prefer to source your own graphics, there a variety of no cost, copyright- and royalty-free, high-resolution graphic services such as [Unsplash](#), [Freepik](#), and [Pixabay](#). If you go this route, remember to cite the creator as instructed.
- After you follow us on Facebook and Twitter, please **tag us** in your Facebook posts with [@marylandcares](#), and on Twitter with [@marylandcharity](#), to ensure we see and share your content with our network.
- Tweets are limited to **280 characters**. You can use a service like [Bitly](#) to shorten your web links.

### **Beginning of Campaign Draft Content (October 3-31):**

- The #Maryland Charity Campaign is live! Join me in giving back and inspiring hope across the State: <https://mcc.maryland.gov> #MCCMatters
- #COVID19 continues to impact so much – but there is hope. WE are hope. When we give any amount to a cause we love through #MCCMatters, we don't just give back – we inspire hope: <https://mcc.maryland.gov>
- I just pledged to support causes I love through #MCCMatters. Will you join me? <https://mcc.maryland.gov>
- A pledge of just \$1 (the cost of a soda) per paycheck (\$26 total!) provides 74 meals to those in need through the MCC. A little goes a long way. Join me in paying it forward: <https://mcc.maryland.gov> #MCCMatters
- I love Maryland because we are **Mountain to Shore – Maryland Strong!** Join me: <https://mcc.maryland.gov> #MCCMatters
- MD State employees/retirees, donate at work today to make a difference tomorrow and beyond: <https://mcc.maryland.gov> #MCCMatters
- Want to support a #Maryland #charity? #MCCMatters makes it easy: <https://mcc.maryland.gov>
- Just \$5/pay period (a cup of a coffee per paycheck, or \$130 total) means 1 struggling veteran and family will not go hungry. You make this possible through the MCC: <https://mcc.maryland.gov> #MCCMatters

- So many communities are still struggling because of the #pandemic. The MCC empowers us to give back and help the most vulnerable among us. Join me! <https://mcc.maryland.gov>
- Did you know there are more than 900 pre-approved charities you can support through #MCCMatters? Donate to show that we are **Mountain to Shore – Maryland Strong**: <https://mcc.maryland.gov>
- The MD Charity Campaign is a giving campaign; our chance to give back. If we give a little today we help a LOT tomorrow. Learn more: <https://mcc.maryland.gov> #MCCMatters
- For \$10 per paycheck, comparable to the ticket cost of a movie matinee, you can provide emergency housing for someone during his/her most urgent time of need. Please give through #MCCMatters now: <https://mcc.maryland.gov>
- Giving through #MCCMatters is convenient, secure, and because each charity has been thoroughly reviewed in advance, you can give with confidence. Join me: <https://mcc.maryland.gov>

### ***Middle of Campaign Draft Content (November 1-30):***

- The #Maryland Charity Campaign ends 12/12! I gave because I am **Mountain to Shore – Maryland Strong**. Will you join me? Don't delay: <https://mcc.maryland.gov> #MCCMatters
- MD State employees/retirees, you still have time to make a difference. Plus you could win a prize! <https://mcc.maryland.gov> #MCCMatters
- If you pledge \$1 per paycheck – the cost of a soda – you buy 1 teddy bear for a child during hospital visits. Now THAT is a gift that keeps on giving! Learn more: <https://mcc.maryland.gov> #MCCMatters
- Want to support a cause close to your heart? With #MCCMatters, you can set it and forget it – and make a HUGE difference. Join me! <https://mcc.maryland.gov>
- The MCC helps you make a lasting difference. For the price of a Pumpkin Spice Latte (\$5) per paycheck, you can fund 2 hours of lifesaving children's cancer research: <https://mcc.maryland.gov> #MCCMatters
- My Maryland. Your Maryland. Our Family. **Mountain to Shore – Maryland Strong** <https://mcc.maryland.gov> #MCCMatters
- The world may look different because of #COVID19, but #MCCMatters gives us an opportunity give back and shape our own community: <https://mcc.maryland.gov>
- Giving through the MD Charity Campaign is easy and helps millions. Give today! <https://mcc.maryland.gov> #MCCMatters
- If you pledge \$50/paycheck, you directly help build 25 miles of trails, connecting people to the environment – AND clearing 100 acres of invasive species. YOU can make it happen: <https://mcc.maryland.gov> #MCCMatters
- Give through the MD Charity Campaign to be a beacon of hope to others: <https://mcc.maryland.gov> #MCCMatters

### ***End of Campaign Draft Content: (December 1-12):***

- The MD Charity Campaign is almost over! Give now before it's too late. **Mountain to Shore – Maryland Strong** <https://mcc.maryland.gov> #MCCMatters
- The deadline to support causes that matter to you is 12/12. <https://mcc.maryland.gov> #MCCMatters
- Did you know? If you donate/pledge \$5 per pay period through the MCC, or \$130 total, you provide 28 meals to homebound seniors in need: <https://mcc.maryland.gov> #MCCMatters
- The #pandemic continues to strain public resources-but we're not helpless. Give back thru #MCCMatters by 12/12 to make a long-term difference for our friends and neighbors. <https://mcc.maryland.gov> #MCCMatters
- Want to support a cause you love? There's still time to give through #MCCMatters! Deadline is Dec. 12: <https://mcc.maryland.gov>
- Baby, it's cold out there. For \$20/pay period, you can give 26 kids with a brand new winter coat – providing them warmth AND pride: <https://mcc.maryland.gov> #MCCMatters
- #MCCMatters has made paying it forward easy! The deadline is 12/12: <https://mcc.maryland.gov>
- #MCCMatters is coming to an end. Please give today! **Mountain to Shore – Maryland Strong** <https://mcc.maryland.gov>
- A parent needs our help! For the price of a concert ticket, \$50/paycheck, you provide quality childcare for 1 low-income parent, assuring she is able to work. Pls give what you can – every cent helps: <https://mcc.maryland.gov> #MCCMatters
- MD Charity Campaign is almost over – but the need for charitable contributions is not. Donate today to support your favorite cause and help those that rely on their services: <https://mcc.maryland.gov> #MCCMatters
- Thank you to everyone who donated thru #MCCMatters. The State that gives together, stays together! This is the last chance; every penny helps: <https://mcc.maryland.gov> #MCCMatters

- Just \$5 per paycheck provides 1 child with after-school STEAM programs – that encloses the enrichment gap. This is your chance to help: <https://mcc.maryland.gov> #MCCMatters