

# GREATER LEE'S SUMMIT Healthcare Foundation



## #HealthyLeesSummit

Here is the Q and A for your Executive Director or other members of your executive management team. The answers need to be quotes that can be used across the year in a collection of promotional materials, stories, and social media posts.

### **Please email:**

TO: [Robin@CreativeCenterofAmerica.com](mailto:Robin@CreativeCenterofAmerica.com)

SUBJECT LINE: #HealthyLeesSummit

**Deadline March 1, 2018**

1. How does your organization help make Lee's Summit a healthier place to live?
2. Why is the GLSHF grant so important to your nonprofit?
3. Who is being helped by the program that the GLSHF grant supports...and how are they being helped?

**Your answers need to be 5 or more sentences long in the form of a quote from a specific person at your organization. Please include the name and title of that individual.**

### **Here's Our Plan**

Join us on Social Media. Provide content for 1 simple post each month with a very short description. Like, Share, Tweet, and Re-Tweet

# GLSHF MONTHLY SOCIAL MEDIA PLAN

#HealthyLeesSummit

Please send by the 7<sup>th</sup> of each month

## MARCH

**PHOTO:** Wave Hello! Show us your front door and your friendly faces.

**CAPTION:** Hello from everybody at <your agency's name>

## APRIL

**PHOTO:** Show us your happy helpers so we can celebrate and appreciate community volunteers.

**CAPTION:** One of the fun things volunteers do for <your agency's name> is <short description that matches the picture>

## MAY

**PHOTO:** Show us your staff in action.

**CAPTION:** One of the important things <your agency's name> does is this: <describe the photo> #HealthyLeesSummit

## JUNE

**PHOTO:** Great stuff is happening. People are being helped.

**CAPTION:** #HealthyLeesSummit. <Your agency's name> is making great use of the GLSHF grant. <Name who/what is shown in the picture>

## JULY

**PHOTO:** A picture of an activity that your agency does that promotes good health in any way.

**CAPTION:** <your agency's name> cares about good health that's why they < describe something your agency does and show it in action or a staff or volunteer's smiling face who is connected to services you do> #HealthyLeesSummit

## AUGUST

**PHOTO:** Share how your GLSHF grant is making a difference to your corner of the Lee's Summit world.

**CAPTION:** #HealthyLeesSummit. Take a look! <Your agency's name> is putting the GLSHF grant to good use. <Describe what is shown in the picture>

## SEPTEMBER

**PHOTO:** Success Stories. Before and After. What has changed or is changing this year.

**CAPTION:** Meet <Name of person> at <your agency's name> who will help you with: <describe the service> #HealthyLeesSummit

## OCTOBER

**PHOTO:** Volunteers are great. Show us a fun activity that volunteers can do with your organization..

**CAPTION:** Here's a peek at what happening this Fall at <your agency's name> <Describe the activity briefly> #HealthyLeesSummit

## NOVEMBER

**PHOTO:** What is your Executive Director Most Thankful for This Year?

**CAPTION:** #Grateful! Executive Director <Name> of <your agency's name> says: <Short Quote about gratitude and brief description of who is in the photo> #HealthyLeesSummit

## DECEMBER

**PHOTO:** What items under \$10 would make great Secret Santa gifts for your nonprofit?

**CAPTION:** Want to help? <your agency's name> would love to have donations. Items needed include <list items that are under \$10> #HealthyLeesSummit

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