**Help To Others Sample Social Posts**

Here are some templates you can use to get started for promoting #ShareH2O and the #20for20 campaign. Accompanying image assets are available for download at shareH2O.org/toolkit. Be sure to customize the copy by updating the text in [brackets] where appropriate. You can also simply share posts directly from the @shareh2o Facebook page to your locality page.

**General (Can be posted anytime)**

* [LOCALITY NAME] is proud to participate in @shareh2o, a community-based program that assists Hampton Roads residents in danger of losing residential water service because of a family crisis. Your donation helps keep the water flowing during their time of need. [www.shareh2o.org](http://www.shareh2o.org)
* In the past decade, @shareh2o has helped over 2,100 Hampton Roads families in crisis keep their water service. But the need for this program is great and too often, funds run dry leaving those seeking assistance without help. You can help by donating at [www.shareh2o.org](http://www.shareh2o.org). Any amount helps keep the water flowing for a local family in need. #ShareH2O

**20th Anniversary – $20 for 20 campaign (Post through January 2020)**

* This year, @shareh2o celebrates 20 years of service. The program was started in 1999 to help local families who can’t afford to pay their water bill and maintain their water services due to a crisis beyond their control. If you’re able, please visit www.shareh2o.org/donate and make a $20 donation - $1 for each year of the program’s existence. Let’s help make a difference and flood our community with kindness until it overflows. #20for20
* @shareh2o is celebrating 20 years of keeping the water flowing for our neighbors in need. Join us and donate $20 today. Let’s help make a difference and flood our community with kindness until it overflows. [www.shareh2o.org/donate](http://www.shareh2o.org/donate) #20for20

**Thanksgiving/Giving Tuesday (Post November 24-December 3)**

* Is water on your list of things to be thankful for this year? It should be. Each year many [LOCALITY NAME] families lose residential water services when an unexpected crisis leaves them unable to pay their bills. You can give the gift of water when you donate to @shareh2o. Your tax-deductible gift will help provide residential water services to a [LOCALITY NAME] family in need. #ShareH2O [www.shareh2o.org/donate](http://www.shareh2o.org/donate)
* Dec 3rd is #GivingTuesday. Consider a donation to @shareh2o and help keep the water flowing for our Hampton Roads neighbors in need. [www.shareh2o.org](http://www.shareh2o.org)
* This #GivingTuesday, give the gift of water. Your tax-deductible donation to @shareh2o will help provide residential water services to a Hampton Roads family in need. #ShareH2O [www.shareh2o.org/donate](http://www.shareh2o.org/donate)

**2o Days of Giving Campaign (Campaign running December 3-23)**

* Day 20: Today is Giving Tuesday and the kickoff of the @shareH2O 20 Days of Giving Campaign – one day for each year the program has helped families in our community keep their water service in times of financial crisis. Won’t you consider donating today? And keep checking back for the more reasons to lend your support! [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #ShareH2O
* Day 19: Did you know that 15% of Hampton Roads households have had water shut off for nonpayment? Don’t let a sudden financial misfortune keep your neighbors from having access to clean water. Donate to @shareH2O today. [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #ShareH2O
* Day 18: In the past, @shareH2O has had to turn families away from assistance because the financial need in our communities exceeds available funds. If we all join a tide of caring, we can keep the water flowing for all our neighbors in need. Donate now: [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 17: You know about the H2O 20 Days of Giving and how we’re helping keep clean water flowing for Hampton Roads families. But does your partner? Your siblings? Your co-workers? Share this post, spread the word and you can make the season merry for a neighbor in need. Donate to @shareH2O today. [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 16: Have a PayPal account? It takes less than two minutes to donate to @shareH2O and help families in a financial crisis keep their water service. Consider donating to our program and support your neighbors in need: [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 15: Did you know that all H2O donations are 100% tax-deductible and, due to the generous support of our partners, every drop of your support goes to Hampton Roads families in need of financial assistance? All the more reason to donate this season and let the kindness flow! [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 14: You only have two more weeks to support @shareH2O through our 20 Days of Giving Campaign! Don’t miss your chance to help area residents keep their water service and make a difference in the lives of local families. [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 13: Fresh water from the tap. A hot shower. Clean clothes. This is what it means when you help neighbors in need keep their water service by donating to @shareH2O. During a season when we have so much to be grateful for, won’t you consider donating today to those in need? [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 12: Did you know that 68% of Americans experienced a financial setback last year? A financial hardship can happen to anyone. You can help members of your community keep their water service when it happens to them. Donate online to @shareH2O today. <https://shareh2o.org> #20DaysofGiving #shareH2O
* Day 11: On average, @shareH2O receives about $55,000 in donations each year – and our resources still run dry. This year, help us build a wave of support so that no family experiencing a sudden crisis will be turned away from assistance with their residential water bill. Donate today. [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 10: @shareH2O is accepting donations, great or small. We offer several levels of giving, and if you or your organization cause a “downpour,” we’ll give you a shoutout through our social channels! Find out which level is right for you and donate today: <https://shareh2o.org> #20DaysofGiving #shareH2O
* Day 9: Did you know that 78% of Americans live paycheck to paycheck? All it takes is an unexpected hardship to force people to figure out what bills they can afford to cover this month. Let’s take water bills out of the equation. Donate to @shareH2O today: [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 8: It’s the most wonderful time of the year and the most wonderful time to give! Donate to @shareH2O during our 20 Days of Giving Campaign and spread some yuletide joy this season. [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 7: Only one week of giving left! Don’t let this opportunity to make an impact in the life of a local family pass you by. Donate to @shareH2O today and help neighbors in need keep their water services connected. <https://shareh2o.org/> #20DaysofGiving #shareH2O
* Day 6: We’re thankful for the Salvation Army! Without their assistance in distributing H2O funds, our program would not be possible. This year, let’s give them more to do. Donate to @shareH2O today so we can help more families in Hampton Roads maintain their water services when facing a sudden financial crisis. [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 5: If you can’t give to @shareH2O online, don’t worry ­– we accept checks! Visit our website for the full details and get your donation in the mail as soon as you can – there are only six days remaining in the 20 Days of Giving Campaign! [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 4: 277. That’s the number of families @shareH2O was able to keep connected to water services last year. With your support, we could help so many more families experiencing sudden financial hardship. Donate now! [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 3: We don’t mean to sound like a broken record, but “SCRATCH!” There are only three more days to donate to our @shareH2O 20 Days of Giving Campaign. We want to make sure that no community member has to go without water service, so please give today. [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 2: Your donation to @shareH2O can give a local family the one-time helping hand they need to make their water bill payment and keep their water service in times of financial hardship. It only takes a couple of minutes to give online today. [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O
* Day 1: It’s the last day of our 20 Days of Giving Campaign! If you’ve been waiting to donate, now’s the time. Families in your community who have fallen on hard times need your help. Visit our site to donate now: [https://shareh2o.org](https://shareh20.com/) #20DaysofGiving #shareH2O

**Christmas/New Years (To post during the month of December)**

* While many of us are shopping for the latest gadgets and must-have toys, many [LOCALITY NAME] families are struggling just to make ends meet. Your donation to @shareh2o could be the gift they need to stay connected to residential water services. Will you help? [www.shareh2o.org](http://www.shareh2o.org)
* There’s nothing jolly about a holiday without running water. Many Hampton Roads families are struggling just to make ends meet this holiday season. Your donation could be the gift they need to keep the water flowing. Will you help? [www.shareh2o.org](http://www.shareh2o.org)
* 2020 is just around the corner. Now’s the time to make your final donations for the 2019 tax year. Your donation to @shareH2O is tax-deductible and goes straight to families in need thanks to the support of our sponsoring organization. Will you help a local family start out the year with access to water? Donate now! [www.shareh2o.org/donate](http://www.shareh2o.org/donate)