

# ADOPT A DROP 2024 LOCALITY SOCIAL CAMPAIGN CONTENT

## Facebook Only

### OVERVIEW

The **Adopt a Drop** social media campaign includes ten (10) posts with two (2) images each, providing you two posting opportunities (only one image per posting should be used). In addition, we’re including images that allow each locality the option of incorporating their logo. **When copy/pasting the post messaging, please update the highlighted areas with your locality name**



### TOPICS

- Help 2 Others Program Overview
- Bath Time
- Brushing Teeth
- Meals
- Washing Clothes
- Washing Dishes
- Pets
- Washing Hands
- Holiday Gifting

### GRAPHIC FILES:

- [Social Graphics](#)
- FOR ADDITIONAL PROGRAM SUPPORT EFFORTS:
  - [Logos: Adopt A Drop](#)
  - [Logos: Help 2 Others](#)

### TAGGING

#### All posts should tag

@Hampton Roads Help to Others Program  
@The Salvation Army Hampton Roads Area Command  
@HRSD  
@Hampton Roads Planning District Commission

### TRACKING LINK

<https://bit.ly/adopt-a-drop-2>

## IMAGE OPTIONS

Ready to use as is with both Adopt A Drop and Help 2 Others logo:



Ready for personalization, placing your locality logo in the space to the right of the Adopt A Drop logo:



## POST CONTENT

### ONE—ABOUT H2O PROGRAM



💧 **What if you didn't have access to the clean, safe water** you needed? What if you couldn't do something as essential as take a shower, wash your clothes, or make a healthy meal?

We have neighbors who, due to a crisis beyond their control (such as job loss, illness, or another unexpected hardship), are unable to pay their water and wastewater utility bills.

That's why the **[locality name]** joined together with our fellow Hampton Roads communities, in partnership with HRSD, created a special program called Help 2 Others (H2O), where EVERY DOLLAR of EVERY DONATION goes directly to a family in need.

💧 It's a remarkable program, but we can't do it without your help! We're asking you to **ADOPT A DROP** and make a donation. Whether it's one dollar or one hundred...

It may be just a drop in the bucket to you, but to someone in need, it's everything.

#### THREE WAYS YOU CAN ADOPT A DROP TODAY

- 1 On the H2O FB page: [Hampton Roads Help to Others Program](#)
- 2 On the H2O website (CC, PayPal, Venmo): [Bit.ly/adopt-a-drop-2](https://bit.ly/adopt-a-drop-2)
- 3 By sending a check payable to "H2O" to:  
H2O Program, HRSD  
P.O. Box 5917  
Virginia Beach, VA 23471-0917

Thank you!

*\*Help 2 Others is a 501(c)(3) nonprofit organization administered by the Hampton Roads Planning District Commission and HRSD, in partnership with The Salvation Army. Your tax-deductible donations help local families who cannot afford their water bill due to crises beyond their control.*

## TWO—Bath Time



 **What happens when you ADOPT A DROP?** You make scrubbing behind their ears possible.

In **[locality name]** and throughout Hampton Roads, we have neighbors who, due to a crisis beyond their control (such as job loss, illness, or another unexpected hardship), are unable to pay their water and wastewater utility bills.

Put yourselves in their shoes... What if you didn't have access to clean, safe water to do something as essential as taking a bath?

That's why the **[locality name]**, together with our fellow Hampton Roads communities and HRSD, created Help 2 Others\*, a unique program that helps our neighbors in crises keep the water running.

 **But we can't do it without your help!** We're asking you to **ADOPT A DROP** and make a donation. Whether it's one dollar or one hundred...

It may be just a drop in the bucket to you, but to someone in need, it's everything. And you'll appreciate that EVERY DOLLAR of EVERY DONATION goes directly to keeping the water flowing for a local family right here in Hampton Roads.

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## THREE—Brushing Teeth



💧 What happens when you **ADOPT A DROP**? You make it possible for someone to brush their teeth, even if they don't want to.

In **[locality name]** and throughout Hampton Roads, we have neighbors who, due to a crisis beyond their control (such as job loss, illness, or another unexpected hardship), are unable to pay their water and wastewater utility bills.

Put yourselves in their shoes... What if you didn't have access to clean, safe water to do something as essential as brushing your teeth?

That's why **[locality name]**, together with our fellow Hampton Roads communities and HRSD, created Help 2 Others\*, a unique program that helps our neighbors in crises keep the water running.

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## FOUR—Meals



 **What happens when you ADOPT A DROP?** You make it possible for someone to help make their favorite breakfast.

In **[locality name]** and throughout Hampton Roads, we have neighbors who, due to a crisis beyond their control (such as job loss, illness, or another unexpected hardship), are unable to pay their water and wastewater utility bills.

Put yourselves in their shoes... What if you didn't have access to clean, safe water to do something as essential as preparing meals?

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## FIVE—Washing Clothes



 **What happens when you ADOPT A DROP?** You make it possible for someone to get their kids off to school with clean clothes.

In **[locality name]** and throughout Hampton Roads, we have neighbors who, due to a crisis beyond their control (such as job loss, illness, or another unexpected hardship.), are unable to pay their water and wastewater utility bills.

Put yourselves in their shoes... What if you didn't have access to clean, safe water to do something as essential as washing your clothes?

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## SIX—Washing Dishes



 **What happens when you ADOPT A DROP?** You make it possible for dirty dishes to get washed.

In **[locality name]** and throughout Hampton Roads, we have neighbors who, due to a crisis beyond their control (such as job loss, illness, or another unexpected hardship), are unable to pay their water and wastewater utility bills.

Put yourselves in their shoes... What if you didn't have access to clean, safe water to do something as essential as keeping your kitchen safe and clean?

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## SEVEN—Pets



 **What happens when you ADOPT A DROP?** You make it possible for someone to take care of their fur babies.

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Put yourselves in their shoes... What if you didn't have access to clean, safe water to do something as essential as caring for your pets?

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## EIGHT—Washing Hands



 What happens when you **ADOPT A DROP**? You make it possible for someone to get all cleaned up.

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Put yourselves in their shoes... What if you didn't have access to clean, safe water to do something as essential as washing your hands?

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## NINE—Holiday Gift



 **What happens when you ADOPT A DROP?** You make it possible for someone struggling this holiday season to feel some joy.

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Put yourselves in their shoes... What if you didn't have access to clean, safe water to do something as special as helping the kids celebrate with a cup of hot cocoa?

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