

# #2020Vision Gala – Pandemic Recovery Campaign Email and Social Media Language Guide

*as of 8.11.20*

EMAIL INVITATION TO #2020 VISION GALA PANDEMIC RECOVERY CAMPAIGN

**Subject line:** Join me - #2020Vision Gala – Pandemic Recovery Campaign

## **Email Copy:**

Hello,

Can you join me in raising essential funds for the DC area's most under-resourced individuals?

This year, I am supporting Mary's Center, a local community health center at the forefront of the region's response to COVID-19 testing, tracking, and recovery efforts. By providing access to quality care and vital social support, Mary's Center serves as a lifeline for over 60,000 individuals in the area.

**Will you help me support their #2020Vision Pandemic Recovery Campaign?** I get that things are busy this time of year, so here are **two quick ways you can get involved right now:**

1. **Create your own peer-to-peer fundraising page.**

Did you know it costs \$150 to cover the cost of a virtual or in person medical appointment for one uninsured neighbor? Or, that \$50 covers the cost of a COVID-19 testing kit for the uninsured? Please, join me in helping Mary's Center reach their goal of \$65,000 by October 16. To get started, just create a fundraising page here: <https://bit.ly/MCCovidRecover>.

2. **Share the campaign on social media.** Choose any platform you like but help me publicize this campaign today!

Donating through JustGiving is simple, fast and totally secure. Once you donate, they'll send your money directly to Mary's Center, so it's the most efficient way to give - saving time and cutting costs for the charity.

Thank you,

**Insert your name**

**SOCIAL MEDIA LANGUAGE ON THE NEXT PAGE**

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## SOCIAL MEDIA LANGUAGE FOR THE #2020 VISION GALA PANDEMIC RECOVERY CAMPAIGN

### **Facebook Copy:**

Help me support @MarysCenterDC! Join their #2020Vision Gala Pandemic Recovery Campaign. Funds raised will help ensure that access to affordable care, mental health services, education, and social support remains a reality for all – especially during these tough times. Donate or start your fundraiser today at <https://bit.ly/MCCovidRecover>

### **Twitter Copy:**

Help me support @MarysCenter! Join their #2020Vision Gala Pandemic Recovery Campaign. Funds raised will ensure that access to affordable healthcare, education, and social support remains a reality. Donate or start your fundraiser at [bit.ly/MCCovidRecover](https://bit.ly/MCCovidRecover)