

Social Media Plan



for your *Birthday event!*

Feeling overwhelmed at the thought of promoting your birthday event on social media? We can help! See our suggested social media plan that will help to generate buzz around your event and make it a success!

AFTER SIGN UP

PHOTO/IMAGE IDEAS:

Use one of our social tiles provided under 'Birthday Resources'



EXAMPLE COPY:

My birthday is around the corner and I've decided to do something a little different this year.

Rather than receiving presents for my birthday, I would love if people would celebrate with me by donating on my behalf to women and girls who would otherwise have to resort to unsanitary and dangerous alternatives.

Share the Dignity is ensuring that no woman goes without the essential access of period products. It's not a privilege, it's a right. The donations made for my birthday will go towards funding their Dignity Vending Machines that are made freely available and accessible to those who need.

From today, I hope to raise a total of \$_____ for Share the Dignity which will be enough to support _____ women through another tough month.

To donate, follow this link: **(insert your online page link)** and let's celebrate differently this year!

#ItsMyBloodyBirthday

ONE WEEK IN!

PHOTO/IMAGE IDEAS:

Search for a throwback picture with your favourite birthday cake



EXAMPLE COPY:

Tell your loved ones a story about your birthday. You can talk about a favourite memory, special birthday traditions, what you love about your birthday, or anything else you can think of!

While it is great to enjoy all the greatness that comes with a birthday; cake, presents and loved ones, this year I am swapping that out in exchange for pads and tampons to give to those who need.

If you would like to make a donation to my birthday page to support Share the Dignity in funding their Dignity Vending Machines that provide access to the essential period products, follow this link: **(insert your online page link)**

Let's celebrate #ItsMyBloodyBirthday differently this year!

P.S. Leave a comment with photos of your best birthday cakes and memories!

#ItsMyBloodyBirthday

HALFWAY GOAL REACHED

PHOTO/IMAGE IDEAS:



EXAMPLE COPY:

I'm halfway to my fundraising goal for Share the Dignity! Thank you to everyone who has supported me so far, your donations mean the world to me, and the women and girls you're supporting.

With _____ days/weeks left till my birthday, there's still time to donate to help me reach my goal! [\(insert your online page link\)](#)

#ItsMyBloodyBirthday

ONE WEEK TO GO

PHOTO/IMAGE IDEAS:



EXAMPLE COPY:

Just a week away from my birthday and we have raised \$_____!

No matter how big or small your donation it all makes a huge life changing difference. If you are able to donate, please consider supporting my fundraiser and bringing an end to period poverty. [\(insert your online page link\)](#)

#ItsMyBloodyBirthday #ShareTheDignity

EVENT DAY

PHOTO/IMAGE IDEAS:

Share an image of your event space or yourself!



EXAMPLE COPY:

#ItsMyBloodyBirthday! Today is my birthday and I am so appreciative to everyone who has donated so far but it's not over yet.

I am not asking for any presents today but instead if you could donate to my page to support women and girls in poverty.

When a period pack costs just \$2, every donation, no matter the amount, can make a life changing difference.

If you would like to donate to this cause for my birthday this year, you can do so on my personal fundraiser profile: [\(insert your online page link\)](#)

#ItsMyBloodyBirthday

POST EVENT THANK YOU

PHOTO/IMAGE IDEAS:

Share an image of your guests posing at your event. We have a frame that you can use too!



EXAMPLE COPY:

Thank you everyone for the birthday wishes and a massive thank you to everyone who donated to my birthday fundraiser for Share the Dignity!

Together, we raised \$_____ which will restock Dignity Vending Machines and support women and girls to live with dignity.

I am so grateful to everyone who donated or told others about my fundraiser, I could not have raised this money without you!

#ItsMyBloodyBirthday