ACTIVATION GUIDE

THE FACES OF GRATITUDE.com PROJECT
Amid the COVID-19 crisis, a small frontline of people are rising up to help all of us stay connected, healthy, nourished and safe. Businesses, nonprofits, and people everywhere are uniting to support this frontline, first and foremost, with gratitude.

Join us in engaging your network to support our frontline essential service workers in impactful social media activity through the Faces of Gratitude Project.

This is a great way to engage your connections and become part of a global movement to celebrate the frontline heroes and essential workers in all of lives. What is the most important part of making this a success? YOU!

Included in this toolkit are materials to help you get started and encourage your network to join in, including:

1. The Faces of Gratitude Mega Messages
2. The #FacesofGratitude Social Media Challenge
3. Incorporating Into Your Existing Strategy
4. Social Media Evolution And Extension
5. Sample Outreach E-mail

PAGE 1
Use these mega messages when talking to your network - from employees, to members, to community leaders, donors, volunteers, and the press - to become a champion of the national #FacesofGratitude movement:

**THE FACES OF GRATITUDE**

**MEGA MESSAGES**

In the face of COVID-19, it is our frontline workers - doctors, nurses, police, firefighters, grocery store workers, delivery drivers, pharmacy workers – all of our essential service members who are putting the good of the public ahead of their health and safety – as well as the health and safety of their families – need our recognition.

The Face of Gratitude Project is a global movement to celebrate the frontline heroes and essential workers in all of our lives. Together, we put a face to the admiration we have for the frontline sacrifices we are seeing every day. We are the faces of gratitude.

A small frontline of people are rising up to help all of us stay connected, healthy, nourished and safe. Let’s put a face to our gratitude.

We are all searching for the ability to “do our part” beyond simple self-isolation. One thing that everyone can do right now, is let our frontline heroes know that we support them.

Our #FacesofGratitude Objectives: show frontline heroes that we are grateful and lend our support to keep them motivated in what is likely the worst experiences they have ever faced.
The #FacesofGratitude social campaign is a 7-day challenge for people to post multiple pictures of frontline heroes with stories and statements of gratitude.

**FOR INDIVIDUALS:**

Every day for 7 days post an inspiring story you experienced recently, shout out a friend or family member on the frontlines, or express your gratitude for an individual or organization doing something remarkable in the face of the COVID-19 pandemic.

**Make sure to include:**
- Hashtags #FacesofGratitude #IAMGrateful
- Nominate a friend each day to take the 7-day Faces of Gratitude Challenge
- “I nominate Amy Lusk to take the 7-day Faces of Gratitude Challenge—Post a photo or story of a frontline hero or a selfie with how you’re grateful for 7 days!”

**Enhance your posts with:**
- A picture or video from your experience,
- A picture or video of you holding a written message sharing your gratitude for someone or something that happened,
- Give us a shout out: “Follow @FacesofGratitude for more inspiring stories! Let’s fill our newsfeeds with positive stories that let our frontline heroes know that we’re grateful!”
- All of the above!
FACEBOOK POST EXAMPLES

This post example has all of the components and features a photo of a frontline hero!

This post has all of the attributes including a selfie with your message and photos of heroes to bring your story to life.
FACEBOOK POST EXAMPLES

Ok, it took 1.5 hours to pick up our groceries tonight from Kroger but the young men that were working in the pick up were working hard. They were hustling, working together, being creative in being more efficient. They were making decisions and being polite and helpful. When businesses have to make changes so quickly, there are bound to be bumps in the road. I was impressed with the guys working and I appreciate their hustle.

I nominate Amy Lusk to take the 10-Day Faces of Gratitude Challenge—Post a photo or story of a frontline hero or a selfie with how you’re grateful everyday for 10 days! #FacesofGratitude #IAMGrateful #Kroger

Follow Faces of Gratitude for more inspiring stories! Let’s fill our newsfeeds with positive stories that let our frontline heroes know that we’re grateful!

Not into photos? You can post a simple message of gratitude with our hashtag!

If you can’t grab a picture of a hero you can still post a selfie with who you’re grateful for!
Beyond Facebook: Instagram, Twitter and LinkedIn

Instagram is an amazing platform to tell your story in either a post or IG stories. Just put the info in a comment on your post!

Don’t forget LinkedIn and Twitter...both platforms give us an opportunity to share the hashtag and your story of gratitude.
Beyond individuals, businesses can play a part as well!

**FOR BUSINESSES**

As retail businesses, theaters, museums, and other in-person-based organizations who have had to stop business-as-usual, there is a role for you to play too. Now is the time to concentrate on being a part of the lives of those in your community, focusing on that now will translate to making sales or driving visits later.

**Promote Engagement**

- Engage your leaders, employees, and any other direct audience within your organization to participate as individuals in the 7-day #FacesofGratitude Challenge.

- Get everyone involved! Share these materials with the people who will lead your #FacesofGratitude efforts inside your organization, share these materials with connections outside of your organization, all with a focus on driving enthusiasm.

- Email your network to educate them about #FacesofGratitude and invite them to get involved.

**Utilize Corporate Social Accounts**

- Complete the 7-day #FacesofGratitude Challenge from your corporate or organizational social accounts, use plural language and pronouns (ex. We are Grateful for..., A big thanks from us...).
3. INCORPORATING INTO YOUR EXISTING STRATEGY

The Power of the Re-Share

- Reshare content from within your network! Did an employee, known customer, or other person in your network share a wonderful story? Share it too! Make sure to add your own personalization before posting.

- Re share our content! Follow our @FacesofGratitude accounts and use our posts as easy engagements for your own pages.

Plan Ahead

- Some content, especially any resharing you do, will have to be done in the moment, but when you can plan content ahead of time do it!
- Try to identify individuals, organizations, and stories you want to highlight within your network a day or two ahead of when you intend to post.
- Use #FacesofGratitude to talk about and engage local hospitals, charities, causes, and organizations you may have supported in the past that may be involved on the frontlines.

When posting, make sure to include:

- Hashtags #FacesofGratitude #IAMGrateful
- Tag individuals and organizations when talking about them
- Include pictures and videos,
- Give us a shout out “Follow @FacesofGratitude for more inspiring stories! Let’s fill our newsfeeds with positive stories that let our frontline heroes know that we’re grateful!”
- All of the above!
As we grow we evolve...

We are not stopping after 7 days! As we continue to build momentum in the campaign, we will evolve our efforts to continue social media engagement. Within 2 weeks of getting the 7-day #FacesofGratitude Challenge off the ground we will introduce weekly issue challenges to keep people engaged and motivated. More importantly, this will extend our reach from awareness to action.

Weekly Issue Focus Examples:

- #DoubleTipTuesday – Support a Local Frontline Worker (Rideshare, Food Delivery)
- #FoodDriveFriday – Donate Food at Local Grocery Store
- #SeniorCareSaturday #ProtectOurBoomers #SilvercareSaturday – Recognize senior and elderly support
- staff and pledge to connect with parents and grandparents over the phone or on video
- #MakeaMaskMonday – DIY Mask and take a selfie to raise awareness of non-medical grade masks
- #DateNightDelivery – Support a Local Restaurant
The following email template offers a suggested way to reach out to your network about the Faces of Gratitude Project. This can be sent to Boards of Directors, employees, members, your contacts, and other community partners to get them involved in your campaign. Please feel free to copy and adjust to best serve your organization.

Dear __________,

We are living in an unprecedented time. In the face of COVID-19, a small frontline of people are rising up to help all of us stay connected, healthy, nourished and safe. Our frontline workers - doctors, nurses, police, firefighters, grocery store workers, delivery drivers, pharmacy workers – all of our essential service members are putting the good of the public ahead of their health and safety – as well as the health and safety of their families – and they need our recognition and support.

That is why [ORGANIZATION NAME] is participating in the Faces of Gratitude Project, a global movement to celebrate the frontline heroes and essential workers in all of our lives.

We invite you to join us in the Faces of Gratitude Project, so you can help us put a face to the frontline sacrifices we are seeing every day. Together, we are the faces of gratitude.

1. Participate in the #FacesofGratitude 7-day challenge, and post pictures of frontline heroes with stories and statements of gratitude.
2. Engage others to participate to: leaders, employees, and any other direct audience within your network to participate as individuals in the 7-day #FacesofGratitude Challenge.
3. Seek inspiration by entering your email address on www.facesofgratitude.com to receive updates, stories, and the latest graphics and tools to share.

We are all searching for the ability to “do our part” beyond simple self-isolation. One thing that everyone can do right now, is let our frontline heroes know that we support them.

Sincere Thanks,

[NAME]
[ORGANIZATION NAME]
We believe we are uniquely equipped to create a national program of gratitude offers, and discounts to front-line workers who put their health and security at risk during the pandemic.

BE A PART. JOIN US.

For More information email info@facesofgratitude.com or visit www.facesofgratitude.com

THE FACES OF GRATITUDE.com PROJECT