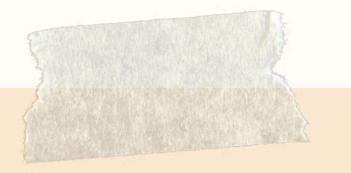
AdvocAid Sierra Leone

# 15 years anniversary Campaign





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# the Campaign



#### what are we hoping to achieve?

Throughout the campaign we are hoping to gather attention towards our work and raise awareness about Sierra Leone's human rights and gender-based challenges.

At the same time, our campaign also has a **fundraising** purpose: we hope to receive further **support** from our **existing community** and to **engage new donors**.

#### why should you add your voice?

Your **voice** is crucial for the **effectiveness** of the campaign. Together we can multiply its **impact**. If each one of you **spreads the word** with at least 1 person, we can get much more **visibility**.

The more you **share** the campaign, the more people will discover about our work and eventually decide to **support** it!

## how you can get involved:





Help us **make some noise online** about the campaign! You can get involved by **sharing it** on your personal channels, and to your network, family, and friends.

You can re-share our **social media posts**, our 15 years anniversary **donation page** and **website page**. Feel free to **personalize your message** however you like!

For instance, you can share **why you care** about supporting us, or why our campaign is so **important to you**.

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### When

Every month. The 15th of the month you can reshare our case study animation, which is the most important content.

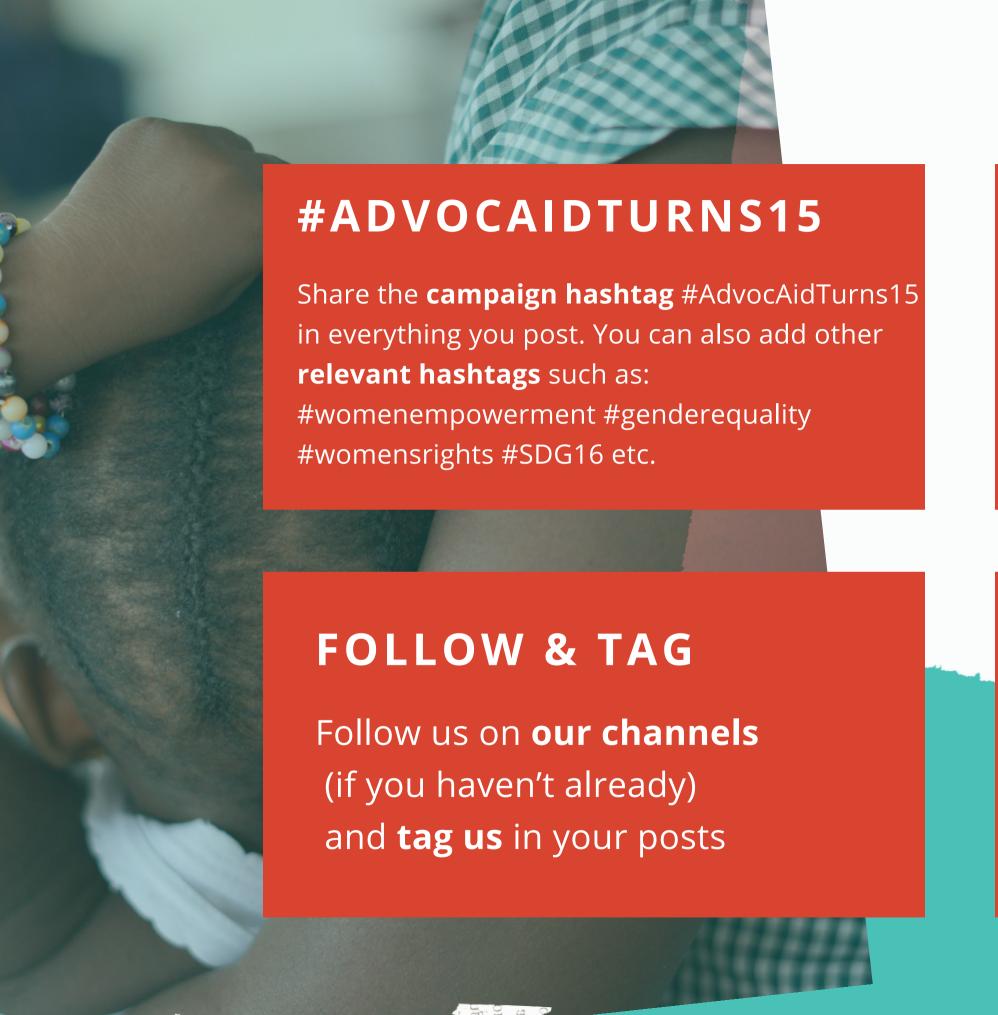
Later in the month, you can reshare our other social media post (a "secondary" one) that we will publish

### what

Our social media posts. You can also draft your on post to engage with the campaign – please make sure that our social media handles are mentioned, together with the donation page

### where

Choose the **platform** you prefer, also considering which one could have a **greater engagement level** in your network. This can be **Facebook, Twitter, Instagram, Linkedin, Whatsapp** or any other social network.







#### SOCIAL MEDIA HANDLES

Include **AdvocAid social media handles** for every digital channel

#### **ADD LINKS**

nclude a **link to our campaign** and **donation page** in case you want to direct people to our website



#### AdvocAid Sierra Leone

Published by Lightful 29 April at 16:00

[TEST - SOCIAL MEDIA TOOLKIT] #AdvocAidTurns15 this year and we are looking back on 15 years of successes for women's rights in Sierra Leone! We provided legal support to more than 6,000 women and girls and we reached over a million women through our #legaleducation outreach work. Celebrate with us and help us continue what we started by supporting our work here: (link to GG donation page)

#### ADVOCAID 15 YEARS ANNIVERSARY



6,000

women and girls supported by our legal aid

1,000,000

women reached through our legal education outreach work

#AdvocAidTurns15







# sample posts



(BUT YOU CAN DRAFT YOUR OWN!)



## Fundraising



OUR CAMPAIGN TARGET AMOUNT







Besides engaging with our social media campaign, you can also directly take part in our campaign by **organizing actions, events and challenges.** For instance, you could set up **fundraising events** -in person or online. Another idea is to set up **challenges** themed with the number **15** – ex. 15,000 daily steps. You could use **Instagram** (ex. Reels or Stories) in a funny and catchy way for challenges.

**Any idea is welcome** - be creative and think about what could **engage** you and your network the most! Please make sure you include our **hashtag**, **social media handles** and link to our **donation page**.