

AdvocAid Sierra Leone

# 15 years anniversary Campaign



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This year, AdvocAid celebrates the  
**15 years anniversary.**

In 2021, we look back at our  
history and the **successes** we achieved.  
At the same time, we look forward to  
our future work and **next steps**

# 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:

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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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# how you can get involved:



## 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 own 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.



# TIPS:



## #ADVOCAIDTURNS15

Share the **campaign hashtag** #AdvocAidTurns15 in everything you post. You can also add other **relevant hashtags** such as:  
#womenempowerment #genderequality  
#womensrights #SDG16 etc.

## SOCIAL MEDIA HANDLES

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

## FOLLOW & TAG

Follow us on **our channels** (if you haven't already) and **tag us** in your posts

## ADD LINKS

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

# sample posts



**(BUT YOU CAN DRAFT YOUR OWN!)**

**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

Like

Comment

Share



AdvocAid @advocaid · Apr 15

[TEST] This year #AdvocAidTurns15 ! Let's start our 15 years #anniversary celebrations by sharing the story of Aminata\*, one of the #women who came in contact with the #law and benefited from our aid. Help us supporting Sierra Leonean women by donating here: (link)





fundraising



\$ 15.000

*OUR CAMPAIGN TARGET AMOUNT*







# fundraise for us

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**.