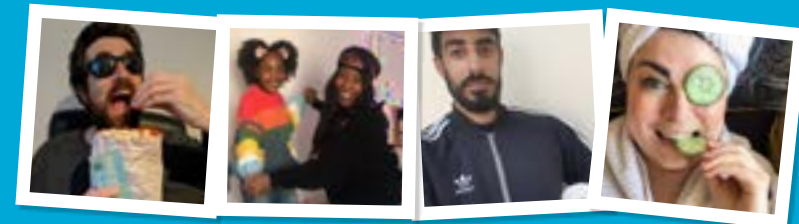




# GIVE IT UP SOCIAL SHARE KIT



Fundraising can seem like a daunting task, and you might not know where to begin. So, here are a few simple tips and resources to help you get started and maximise your fundraising.

For any additional questions, just drop us a line at [fundraising-europe@mercycorps.org](mailto:fundraising-europe@mercycorps.org)

## ABOUT THE GIVE IT UP CAMPAIGN

**“Your small saving could be life-saving”**

COVID-19 has been tough on everyone, and nearly the entire planet has been affected in some way. But, in places already facing conflict, poverty, and the effects of the climate crisis, the pandemic is making an already bad situation even worse.

Our Mercy Corps teams are on the frontlines in over 40 countries helping families and communities who are disproportionately at risk of COVID-19. To support them, Mercy Corps has established the [COVID-19 Resilience Fund](#) to help our teams reach as many people as possible.

We know that you, our global community of humanitarians, stand in solidarity with those on the frontlines of the COVID-19 crisis. And so, we're asking for your help.

With the UK in continued lockdown, we're asking you to “Give It Up” for Mercy Corps teams around the world. Those little savings, the money we're no longer spending on the things we're all giving up for lockdown - from gym memberships to take-away coffees - could make a huge difference to the lives of those most at risk from COVID-19.

Every donation, no matter how small, helps towards providing essentials like clean water, medicine and protective equipment to those that need it.

**“Give it up for you, for me, for humanitarians”**

## WAYS YOU CAN HELP

### 1. MAKE YOUR VIDEO (OR TAKE YOUR PHOTO)

Our community of humanitarians has been spreading the word about what they are giving up for Mercy Corps - look out for our campaign video, which goes live on Thursday 14 May across our channels!

Join them by using your phone to record your own short message (or take a photo if you prefer) about what you're giving up, and post it to social media.

### 2. CHALLENGE YOUR FRIENDS

Tag three of your friends or family in your post (or directly call them out in your video!), and challenge them to join you in Giving It Up for Mercy Corps.

### 3. SPREAD THE WORD

Use our hashtag **#GivingItUp** in your post, which will help amplify the campaign and help your post get the love it deserves. Don't forget to also tag Mercy Corps so that we see your post and can give you a shout-out!

**@mercycorps\_europe**

**@mercycorpsuk**

**@mercycorps\_uk**

We understand that filming a video is not everyone's cup of tea, and that not everyone may be in a position to donate to our COVID-19 Resilience Fund. However, you can still play your part by liking and sharing your favourite videos. It really does make a difference!

**#GIVINGITUP**



# GIVE IT UP SOCIAL SHARE KIT



## SAMPLE MESSAGES

Not sure what to say to your followers?  
Here are a couple of ideas to get you started.

Mercy Corps has launched its **#GivingItUp** campaign and I'm on board!  
Join me.

I'm **#GivingItUp** for Mercy Corps! No more trips to the cinema for me right now;  
but the money I would have spent is helping communities around the world most  
affected by the COVID-19 crisis.

Because of the lockdown I've said goodbye to my gym membership, but I'm getting  
on OK at home! As for the money I was spending, I'm **#GivingItUp** for Mercy  
Corps! Small savings can be life-saving - will you join me?

## SHAREABLES

Make your campaign stand out using our social media tiles!  
[Download them here.](#)

## GIVE IT UP WEBSITE

Our dedicated web page has lots of great information about the campaign.  
You can find it here: <https://europe.mercycorps.org/give-it-up>

## GIVE IT UP DONATION PAGE

Know what you're giving up? Then head to our page to make your donation!  
<https://europe.mercycorps.org/donate/give-it-up>

## ABOUT MERCY CORPS

Mercy Corps is a leading global organisation powered by the belief that a  
better world is possible. In disaster, in hardship, in more than 40 countries  
around the world, we partner to put bold solutions into action - helping people  
triumph over adversity and build stronger communities from within.

## THANK YOU!

**#GIVINGITUP**