

When to Post	What to Post	Graphics	Facebook Copy (Long Form)	LinkedIn Copy (Long Form)	Instagram Copy (Short Form)	Twitter Copy (Short Form)
9/30. Starts the 36 hours, 10:00 AM	Kick Off		Girls in the Know's annual Knowledge & Power campaign starts now! For the next 36 hours, we will be fundraising to raise money for our girls to access our Empowerment Workshop Series and information that they may not have access to otherwise. Our programs teach girls about body image, puberty, safety, empowerment, and so much more. We need your help, and you can do so in many ways! From donating to sharing our posts, any contribution you can provide will benefit our girls more than you know. For more information on how you can get involved these next few days, click the link below: https://www.charidy.com/gitk	Girls in the Know's annual Knowledge & Power campaign starts now! For the next 36 hours, we will be fundraising to raise money for our girls to access our Empowerment Workshop Series and information that they may not have access to otherwise. Our programs teach girls about body image, puberty, safety, empowerment, and so much more. We need your help, and you can do so in many ways! From donating to sharing our posts, any contribution you can provide will benefit our girls more than you know. For more information on how you can get involved these next few days, click the link below: https://www.charidy.com/gitk	Girls in the Know's annual Knowledge & Power campaign starts now! For the next 36 hours, we will be fundraising to raise money for our girls to access our Empowerment Workshop Series and information that they may not have access to otherwise. Our programs teach girls about body image, puberty, safety, empowerment, and so much more. We need your help, and you can do so in many ways! From donating to sharing our posts, any contribution you can provide will benefit our girls more than you know. P.S. Today, every gift you give will be QUADRUPLED in impact thanks to our generous sponsors and matching donors who gave before the 36-hour campaign.	Our K&P fundraiser starts now! For the next 36 hours, make the future sweeter for young girls everywhere! Donate and empower using the link in our bio! P.S. Today, every gift you give will be QUADRUPLED in impact thanks to our generous sponsors and matching donors who gave before the 36-hour campaign. #thefutureissweet
9/30	General Participation Encouragement 1		WOW! The work that you're doing is great, and because of YOUR GIFT today, we will bring our Empowerment Workshop Series to over 1,200 girls in the coming year. Remember, there are countless ways that you can get involved! Whether it be donating or sharing posts on social media, you're contributing to our success. Thank you for all you've done so far! Here's the link to keep it going: https://www.charidy.com/gitk	WOW! The work that you're doing is great, and because of YOUR GIFT today, we will bring our Empowerment Workshop Series to over 1,200 girls in the coming year. Remember, there are countless ways that you can get involved! Whether it be donating or sharing posts on social media, you're contributing to our success. Thank you for all you've done so far! Here's the link to keep it going: https://www.charidy.com/gitk	WOW! The work that you're doing is great, and because of YOUR GIFT today, we will bring our Empowerment Workshop Series to over 1,200 girls in the coming year. Remember, there are countless ways that you can get involved! Whether it be donating or sharing posts on social media, you're contributing to our success. Thank you for all you've done so far!	We are AMAZED to see so many people supporting our girls! To support our girls, here is the link to donate: https://www.charidy.com/gitk #thefutureissweet
9/30	Time-Oriented Update 1		We're halfway there! There are only 18 more hours left until our fundraiser ends, and we cannot thank you all enough for all of the support you have given us so far. Although we are halfway through, we still have some time, which means there is still work to do. We are reimagining our future, and we need your help! Because of you, we are committing to a new strategic expansion plan that will enable us to reach our 10-year impact vision, serving 10,000 girls yearly by 2029! Remember that any little bit helps us achieve our goal. A social media share goes further than you think! Visit https://www.charidy.com/gitk now!	We're halfway there! There are only 18 more hours left until our fundraiser ends, and we cannot thank you all enough for all of the support you have given us so far. Although we are halfway through, we still have some time, which means there is still work to do. We are reimagining our future, and we need your help! Because of you, we are committing to a new strategic expansion plan that will enable us to reach our 10-year impact vision, serving 10,000 girls yearly by 2029! Remember that any little bit helps us achieve our goal. A social media share goes further than you think! Visit https://www.charidy.com/gitk now!	We're halfway there! There are only 18 more hours left until our fundraiser ends, and we cannot thank you all enough for all of the support you have given us so far. Although we are halfway through, we still have some time, which means there is still work to do. We are reimagining our future, and we need your help! Because of you, we are committing to a new strategic expansion plan that will enable us to reach our 10-year impact vision, serving 10,000 girls yearly by 2029! Remember that any little bit helps us achieve our goal. A social media share goes further than you think! Visit https://www.charidy.com/gitk now!	Halfway through our fundraiser! We want to thank our sponsors and those who donated to our cause! GITK wants you to share with family and friends, and be sure to tune in today for our live-stream celebration! https://www.charidy.com/gitk #thefutureissweet
10/1	General Participation Encouragement 2		We've said it before, and we'll say it again. You guys are doing incredible! Thank you to everyone who has donated so far. With you in our corner, we can accelerate opportunities for pre-teen girls and empower them to embrace a strong sense of self at a crucial time in their lives. Your support will help us ensure EVERY girl has access to the knowledge they need and connection to trusted adults who can support them as they navigate life's challenges and build the confidence to say, "I Am Enough!" Let's keep sharing! https://www.charidy.com/gitk	We've said it before, and we'll say it again. You guys are doing incredible! Thank you to everyone who has donated so far. With you in our corner, we can accelerate opportunities for pre-teen girls and empower them to embrace a strong sense of self at a crucial time in their lives. Your support will help us ensure EVERY girl has access to the knowledge they need and connection to trusted adults who can support them as they navigate life's challenges and build the confidence to say, "I Am Enough!" Let's keep sharing! https://www.charidy.com/gitk	We've said it before, and we'll say it again. You guys are doing incredible! Thank you to everyone who has donated so far. With you in our corner, we can accelerate opportunities for pre-teen girls and empower them to embrace a strong sense of self at a crucial time in their lives. Your support will help us ensure EVERY girl has access to the knowledge they need and connection to trusted adults who can support them as they navigate life's challenges and build the confidence to say, "I Am Enough!"	Thank you to everyone who has donated so far. With you in our corner, we can accelerate opportunities for pre-teen girls and empower them to embrace a strong sense of self at a crucial time in their lives. Let's keep this going with this link: https://www.charidy.com/gitk #thefutureissweet
10/1	Livestream Start (Ice-Cream Livestream)		Our annual Knowledge & Power celebration is starting soon! Do you know what that means? This year's celebration is a way for us to come together toward the end of the campaign and celebrate the progress we're making toward Girls in the Know's future. As our celebration keynote speaker, Tamara Keefe, CEO of Clementine's Creamery, is inspiring us to embrace the sticky situations that come with growth, turn our celebrations into something sweet, and look forward with determination and excitement for what is to come. Tune in now https://www.charidy.com/gitk	Our annual Knowledge & Power celebration is starting soon! Do you know what that means? This year's celebration is a way for us to come together toward the end of the campaign and celebrate the progress we're making toward Girls in the Know's future. As our celebration keynote speaker, Tamara Keefe, CEO of Clementine's Creamery, is inspiring us to embrace the sticky situations that come with growth, turn our celebrations into something sweet, and look forward with determination and excitement for what is to come. Tune in now https://www.charidy.com/gitk	Our annual Knowledge & Power celebration is starting soon! Do you know what that means? This year's celebration is a way for us to come together toward the end of the campaign and celebrate the progress we're making toward Girls in the Know's future. As our celebration keynote speaker, Tamara Keefe, CEO of Clementine's Creamery, is inspiring us to embrace the sticky situations that come with growth, turn our celebrations into something sweet, and look forward with determination and excitement for what is to come. Tune in now via the link in our bio!	Our annual K&P celebration is starting soon! Do you know what that means? It's ice cream time! Join us at 7 pm and be ready to hear from GITK Champions. Share your pics celebrating at home and tag: #thefutureissweet Don't forget to support us by sharing: https://www.charidy.com/gitk
10/1	Time Oriented Update 2		Where has the time gone? Our K&P celebration only has 2 hours left. It's time to keep going! This unique campaign is centered on community, with our supporters standing alongside us as we reimagine our future and helping us to fund our plan to first increase our impact locally before expanding nationally. YOU are helping us bring our Empowerment Workshop Series to over 1,200 girls in the coming year by giving today. You've been helping out this entire time; what're two more hours? Help us reach our goal by sharing! #thefutureissweet Donation link: https://www.charidy.com/gitk	Where has the time gone? Our K&P celebration only has 2 hours left. It's time to keep going! This unique campaign is centered on community, with our supporters standing alongside us as we reimagine our future and helping us to fund our plan to first increase our impact locally before expanding nationally. YOU are helping us bring our Empowerment Workshop Series to over 1,200 girls in the coming year by giving today. You've been helping out this entire time; what're two more hours? Help us reach our goal by sharing! #thefutureissweet Donation link: https://www.charidy.com/gitk	Where has the time gone? Our K&P celebration only has 2 hours left. It's time to keep going! This unique campaign is centered on community, with our supporters standing alongside us as we reimagine our future and helping us to fund our plan to first increase our impact locally before expanding nationally. YOU are helping us bring our Empowerment Workshop Series to over 1,200 girls in the coming year by giving today. You've been helping out this entire time; what're two more hours? Help us reach our goal by sharing! #thefutureissweet Donate via the link in our bio!	Where has the time gone? Our K&P celebration only has 2 hours left. You have been donating and sharing the whole time, but the work is not done yet. Help us reach our goal by keeping up the hard work! Donation link: https://www.charidy.com/gitk #thefutureissweet
Post at start of Power Hour	Power Hour Post		Here at Girls in the Know, we love to acknowledge our supporters. What other way to do that than having a Power Hour! During the next hour, if you donate, you will be entered for a chance to win _____. Here's the link to donate and share: https://www.charidy.com/gitk And don't forget! Today, every gift you give will be QUADRUPLED in impact, thanks to our generous sponsors and matching donors who gave before the 36-hour campaign. #thefutureissweet	Here at Girls in the Know, we love to acknowledge our supporters. What other way to do that than having a Power Hour! During the next hour, if you donate, you will be entered for a chance to win _____. Here's the link to donate and share: https://www.charidy.com/gitk And don't forget! Today, every gift you give will be QUADRUPLED in impact, thanks to our generous sponsors and matching donors who gave before the 36-hour campaign. #thefutureissweet	Here at Girls in the Know, we love to acknowledge our supporters. What other way to do that than having a Power Hour! During the next hour, if you donate, you will be entered for a chance to win _____. Check out our bio to donate and share! And don't forget! Today, every gift you give will be QUADRUPLED in impact, thanks to our generous sponsors and matching donors who gave before the 36-hour campaign. #thefutureissweet	What's better than donating to Girls in the Know? Donating to Girls in the Know AND winning _____. Enter our Power Hour, the next hour, for a chance to win _____. Don't forget to donate and share with this link: https://www.charidy.com/gitk P.S. Thanks to our generous sponsors who donated ahead of campaign day, all donations will be multiplied 4x! #thefutureissweet (this will be a follow-up tweet)

Post at start of Power Hour (Option 2)	Power Hour Caption Variation		<p>The best way we know how to thank our supporters is by having a Power Hour! Donate within the hour and be entered to win _____. Here's the link to share: https://www.charidy.com/gitk</p> <p>Good luck! #thefutureissweet</p>	<p>The best way we know how to thank our supporters is by having a Power Hour! Donate within the hour and be entered to win _____. Here's the link to share: https://www.charidy.com/gitk</p> <p>Good luck! #thefutureissweet</p>	<p>We're thanking those who donate to Girls in the Know during our Power Hour by entering them to win ____! Use the link to donate in our bio to share!</p> <p>#thefutureissweet</p>	<p>We're thanking those who donate to Girls in the Know during our Power Hour by entering them to win ____! Use the link to share and win: https://www.charidy.com/gitk #thefutureissweet</p>
Post when 50% is reached	Milestone Update 1, 50%		<p>We've reached 50% of our goal! We know we're still going, but we thought we would take a quick second to thank everyone who has supported us so far. Thank you to our sponsors, our community members, our team, and our girls! Let's keep going to reach our goal and support our mission of empowering young women! Here's the link to get involved: https://www.charidy.com/gitk</p> <p>Here's a little secret... All donations are quadrupled today, thanks to our amazing sponsors who contributed before the campaign day!</p> <p>#thefutureissweet</p>	<p>We've reached 50% of our goal! We know we're still going, but we thought we would take a quick second to thank everyone who has supported us so far. Thank you to our sponsors, our community members, our team, and our girls! Let's keep going to reach our goal and support our mission of empowering young women! Here's the link to get involved: https://www.charidy.com/gitk</p> <p>Here's a little secret... All donations are quadrupled today, thanks to our amazing sponsors who contributed before the campaign day!</p> <p>#thefutureissweet</p>	<p>50% already! We want to thank everyone who has been involved in helping us accomplish our mission so far! But we still have some to go. Let's continue to reach our goal and empower young women everywhere! Donate and share with the link in our bio! Here's a little secret... All donations are quadrupled today, thanks to our amazing sponsors who contributed before the campaign day!</p> <p>#thefutureissweet</p>	<p>50% already! We want to thank everyone who has been involved in helping us accomplish our mission so far! But we still have some to go. Let's continue to reach our goal and empower young women everywhere! Here's the link to get involved https://www.charidy.com/gitk</p> <p>Here's a little secret... All donations are quadrupled today, thanks to our amazing sponsors who contributed before the campaign day! #thefutureissweet (this would be a follow-up tweet)</p>
Post when 75% is reached	Milestone Update 2, 75%		<p>Now that we're at 75% of our goal, let's take a moment and tell you what your hard work has been going towards. Here at Girls in the Know, we teach young women about body positivity, puberty, safety, and empowerment. All things that can impact their lives and change their trajectory for the better. We can't thank everyone enough for the work that they have put in this far! Make sure to share, and click this link to donate: https://www.charidy.com/gitk</p> <p>#thefutureissweet</p>	<p>Now that we're at 75% of our goal, let's take a moment and tell you what your hard work has been going towards. Here at Girls in the Know, we teach young women about body positivity, puberty, safety, and empowerment. All things that can impact their lives and change their trajectory for the better. We can't thank everyone enough for the work that they have put in this far! Make sure to share, and click this link to donate: https://www.charidy.com/gitk</p> <p>#thefutureissweet</p>	<p>We're at 75% of our goal! To help us reach 100% and teach even more young women about empowerment, puberty, safety, and body positivity, check out the link in our bio!</p> <p>#thefutureissweet</p>	<p>We're at 75% of our goal! To help us reach 100% and teach even more young women about empowerment, puberty, safety, and body positivity, follow our link to donate and share: https://www.charidy.com/gitk #thefutureissweet</p>
Post when 100% of the goal is reached (\$189,705)	Milestone Update 3, 100% Goal/Bonus Round		<p>Now that we're at 100% of our goal, let's thank our supporters again. We could not have done ANY of this without you. Your hard work and dedication to us has shown in the last few days. You've helped us reach our goal, but why should we stop there? Let's go into our bonus round! Our bonus round will help us teach more girls about body positivity, puberty, safety, and empowerment. Keep donating and sharing with the link: https://www.charidy.com/gitk</p> <p>#thefutureissweet</p>	<p>Now that we're at 100% of our goal, let's thank our supporters again. We could not have done ANY of this without you. Your hard work, and dedication to us has shown in the last few days. You've helped us reach our goal, but why should we stop there? Let's go into our bonus round! Our bonus round will help us teach more girls about body positivity, puberty, safety, and empowerment. Keep donating and sharing with the link: https://www.charidy.com/gitk</p> <p>#thefutureissweet</p>	<p>We've reached 100% of our goal! All of this is because of our dedicated supporters. Why stop at 100%, though? For the next few hours, we will have a bonus round! Continue to donate and share with the link in our bio!</p> <p>#thefutureissweet</p>	<p>We've reached 100% of our goal! All of this is because of our dedicated supporters. Why stop at 100%, though? For the next few hours, we will have a bonus round! Continue to donate and share with this link: https://www.charidy.com/gitk #thefutureissweet</p>
When 100% is Reached	100% Graphic (Alternative)					
10/1 Campaign ends at 10:00 PM	Close Out/Thank You		<p>We want to take this time to say a HUGE thank you to everyone who was involved in making this campaign and celebration a success! To all of our sponsors and community members, we could not have done this without you. To our team, thank you for working so tirelessly these past few days. Finally, thank you to our girls. We would not be who we are without you. Creating a safe and empowering environment is what we aim to do, and hearing your stories once you finish the program makes everything that we put into this campaign worth it. Thank you again to everyone who was involved! Continue donating with this link: https://www.charidy.com/gitk</p> <p>#thefutureissweet</p>	<p>We want to take this time to say a HUGE thank you to everyone who was involved in making this campaign and celebration a success! To all of our sponsors and community members, we could not have done this without you. To our team, thank you for working so tirelessly these past few days. Finally, thank you to our girls. We would not be who we are without you. Creating a safe and empowering environment is what we aim to do, and hearing your stories once you finish the program makes everything that we put into this campaign worth it. Thank you again to everyone who was involved! Continue donating with this link: https://www.charidy.com/gitk</p> <p>#thefutureissweet</p>	<p>We want to take this time to say a quick thank you to everyone who was involved in making this campaign a HUGE success! To our sponsors, community members, our team, and our girls, we thank you. We would not be able to create this safe space of empowerment without you. Continue donating with the link in our bio!</p> <p>#thefutureissweet</p>	<p>We want to take this time to say a quick thank you to everyone who was involved in making this campaign a HUGE success! To our sponsors, community members, our team, and our girls, we thank you. We would not be able to create this safe space of empowerment without you. Continue donating with this link: https://www.charidy.com/gitk #thefutureissweet</p>