



#TheCallOfImpact Media Toolkit: Tips & Instructions

How to use this toolkit: This media toolkit is a folder for those who would like to participate in #TheCallOfImpact challenge and share information throughout social media. This sheet provides instructions on how to use the files within the media toolkit folder.

If you have any questions or concerns, feel free to reach out to us via Facebook, Twitter, or Instagram @pureheartcares or email at info@pureheartfoundation.org

The media toolkit consists of:

- **Instructions for using the LOGO and Facebook Frame**
- **Instructions for using the BANNER and Cover Photo**
- **Sample language for social media posts**
- **List of items in the toolkit folder**

1. Using the challenge Logo

- a. #TheCallOfImpact Logo can be found in the toolkit as a .jpg file with a background a orange background. Feel free to change your profile picture as the logo until June 1st in twitter, Instagram, LinkedIn, and anywhere else you might want to share your participation in the challenge!
- b. For **Facebook**, you can change your profile picture or use our frame on your current profile picture. Frame instructions:
 - 1.Click the camera on your profile picture.
 - 2.Choose edit profile picture and edit frame.
 - 3.Search [#TheCallOfImpact](#)
 - 4.Please note: it may post on your timeline that you changed your profile picture! Feel free to use the language below or what this challenge means to you personally but PLEASE tag us @pureheartcares and/or link to our website:
www.pureheartfoundation.org/callofimpact

2. Using the challenge banner (for Facebook and Twitter)

- a. #TheCallOfImpact banner can be found as a .jpg file in the folder. The banner used on Facebook, Twitter, or LinkedIn as your cover photo. Changing your profile cover photo instructions:
 - 1.Go to your profile
 - 2.Choose “edit cover photo”
 - 3.Choose “upload photo”
 - 4.Choose the “COI- Facebook Banner.jpg” file in the downloaded toolkit folder
 - 5.Reposition as desired
 - 6.Please note: it may post on your timeline that you changed your cover photo! Feel free to use the language below or what this challenge means to you personally but PLEASE tag us @pureheartcares and/or link to our website
www.pureheartfoundation.org/callofimpact

3. **Sample language for posts:** We want to encourage everyone to add a personal flare to your posts because you know your followers better than we do! However, we want to make sure the important details listed below remains the same. Here is the typical structure and things to include in your impactful social media posts!

- i. **The What:** #TheCallOfImpact is a Call to Action challenge that allows you to experience the reality of what 2.7 million children in the U.S currently live with everyday. You will not only share their experience, you will live it.
 - ii. **The Why:** Join #TheCallOfImpact challenge in solidarity with 2.7 million children in the U.S. experiencing parental incarceration. What you will experience for three minutes, children with incarcerated parents experience only for 15 minutes. Because of the high telecommunication costs, children of inmates can only talk to their parents once a week, and in most cases once a month. Most facilities are still in lockdown due to the pandemic. That means children are talking with their incarcerated parent less than ever and haven't been able to physically visit them.
 - iii. **The How:**
 - 1. Go to www.pureheartfoundation.org/callofimpact to register.
 - 2. Register (and donate if you'd like!)
 - 3. Call a loved one by phone, set a timer, and only talk for 3 minutes. No matter where the conversation is at 2 minutes, you must announce "one minute remaining"
 - 4. Prepare a social media post about your experience and use the hashtag #TheCallOfImpact
 - 5. Challenge your followers to make the call and donate!
 - iv. **The When: April 1, 2021 to June 1, 2021**
 - b. **Include a video or graphic:** Using the graphics within the media toolkit, share ones we've created and/or post your personal challenge video!
 - c. **Include ways to give:** Make sure to include a way for others to join or donate by including our paypal, cashapp, text to give, or website link.
 - i. **PayPal:** info@pureheartcares.org
 - ii. **CashApp:** \$CallOfImpact
 - iii. **Text to Give:** Text "Call Of Impact" to 44321
 - iv. **Donate directly on our website:** pureheartfoundation.org/callofimpact
 - d. **Tag Pure Heart and tag your loved ones to encourage them to accept the challenge:**
 - i. **Facebook:** @pureheartcaresfb
 - ii. **Instagram:** @pureheartcares
 - iii. **Twitter:** @pureheartcares
 - iv. **All social media:** #TheCallOfImpact
- 4. List of Items in "#TheCallOfImpact Media Folder"**
- a. **Media Toolkit Instructions:** this pdf
 - b. **The Call Of Impact Guide:** Please use this pdf brochure if you want to share with professionals and possible large sponsors. If you would like more details or for us to present this information, [contact us!](#)
 - c. **Audio for #TheCallOfImpact challenge phone call (.mp3)**
 - d. **#TheCallOfImpact Graphics Include (all .jpg):**
 - i. Logo
 - ii. Banner
 - iii. Challenge Instructions
 - iv. Ways to Give
 - v. "Call for Me" boy
 - vi. "Call for Me" girl