CINC Leader Social Media Guide

Oct 19, 2026 ·

Welcome, CINC leaders

Every post you share helps put a Christmas toy in the hands of a child in need. Christmas is not Cancelled (CINC) is a program of Jen Lilley Ministries, a 501(c)(3) nonprofit.

This guide gives you the words to use, the facts to get right, and simple tips that make posts work. Use it as-is, copy the templates, and make them your own.

Language rules

Say "children in need," not "foster care." Our words should protect every child's dignity and privacy.

Say this	Not this	Why
children in need	foster children, foster care	Not every child we serve is in foster care, and the label can single children out.
child, children	kid, kids	Keeps our tone warm and respectful.
give a toy, give Christmas	charity case, poor kids	Centers joy and hope, not pity.
families facing a hard season	broken homes, at-risk	Avoids judging families.
Christmas by Jen Lilley	"my merch," other brand names	All merch is Christmas by Jen Lilley.

More privacy rules:

- Don't share stories about a specific child unless CINC has approved them for public use.
- Keep the focus on the joy of giving, not on a child's hardship.

Get the facts right

Toy and book bundles are tax-deductible; merch products are not. Getting this wrong can mislead donors, so use the wording below.

Item	What it does	Tax-deductible?
Toy bundle, $29	Gives 1 toy to a child in need + 30 prize entries	Yes
Give 2 toys	Gives 2 toys + 50 prize entries	Yes
Book bundle	Helps a child + 15 prize entries	Yes

Item	What it does	Tax-deductible?
Merch (Christmas by Jen Lilley)	Apparel and gifts that support the mission	No

How to say it:

- "Toy and book bundles are tax-deductible gifts to Jen Lilley Ministries, a 501(c)(3)."
- "Merch is from Christmas by Jen Lilley and is not tax-deductible."
- Never call a merch purchase a "donation."

Prizes:

- Each giving option has its own entry count. Don't add them together or round them up in posts.
- Always link to the official rules when you mention prizes.

Posting tips that work

Short video with a clear ask beats everything else. Aim for one post a day during the campaign.

Video:

- Hook in the first 2 seconds: a question, a surprise, or something funny.
- Keep Reels and TikToks to 7 to 30 seconds.
- Film vertical (9:16), in good light, with your face in the shot.
- Add on-screen text. Most people watch with the sound off.
- Use trending sounds, but keep the message about the children.

Captions:

- Put the ask in the first line: "Give a child a toy this Christmas."
- One call to action per post, such as "Tap the link in my bio."
- Mention the prize, then the entry count, then the link.
- Tag @ the official CINC account so it can reshare.

What to post:

- Your why: one sentence on why you give.
- Countdowns: weekly prize deadlines and days until Christmas.
- Prize reveals: show off each weekly prize.
- Thank-yous: celebrate milestones like "50 toys given!"
- Behind the scenes: toy shopping, packing, or delivery days (no children's faces).

Timing and reach:

- Post when your followers are online, often 11am to 1pm and 7pm to 9pm.
- Share every post to your Stories with a link sticker.
- Reply to every comment in the first hour.
- Use our campaign hashtags: #ChristmasIsNotCancelled #CINC #ClassicChristmas #SeasonOfGiving #VintageChristmas

- Ask friends to share, not just like.

Caption templates

Copy, paste, and fill in the brackets.

The main ask:

> *This Christmas, I'm helping give toys to children in need with Christmas is not Cancelled. Just $29 gives a child a toy AND gets you 30 entries to win [this week's prize]. Link in bio! #ChristmasIsNotCancelled*

Double the joy:

> *Give 2 toys and get 50 entries toward [this week's prize] and the grand prize. The grand prize winner gets every weekly prize too! Toy bundles are tax-deductible. Link in bio.*

Deadline reminder:

> *Only [X] days left to enter for [prize]! Every toy bundle brings Christmas to a child in need. Tap the link in my bio before [day].*

Books:

> *Buy a book, help a child, and get 15 entries. Book bundles are tax-deductible. Link in bio!*

Merch:

> *Love this [item] from Christmas by Jen Lilley! Every purchase supports the mission. (Merch is not tax-deductible.) Link in bio.*

Thank you:

> *You did it! Together we've given [number] toys to children in need. Thank you for believing Christmas is not cancelled.*

Quick checklist before you post

- ☐ I said "children in need," not "foster care."
- ☐ I said "child" or "children," not "kid."
- ☐ No child's face, name, or location is shown.
- ☐ Merch is called Christmas by Jen Lilley and not called a donation.
- ☐ I only called toy and book bundles tax-deductible.
- ☐ Entry counts match the official tiers.
- ☐ My post has one clear ask and a link.
- ☐ I tagged the CINC account and used campaign hashtags.