

girls
inc.

GIRLS INC. TOGETHER

MAY 8, 2025





Social Media Toolkit

Affiliate Communications Memo

Thank you for registering for Girls Inc. Together - our second annual Network wide virtual giving day! We're thrilled you're part of this event. On May 8 we'll join together to tell our stories and leverage the powerful voice of the Network in order to raise funds and visibility for the Girls Inc. Experience.

We'll also be lifting up Girls Inc. Week with a theme selected by girls - *Youth Mental Health: Helping Kids Feel Better*. The theme shines a spotlight on one of the most critical issues facing youth today—mental health—and celebrates the resilience, strength, and proactive spirit of our girls as they navigate these challenges. There's a separate [messaging toolkit](#) that provides guidance on how you can bring Girls Inc. Week and this theme to life.

Below are sample messages for Girls Inc. Together that you can tailor. Additionally, to keep consistency and build impact, we invite you to join us in the same cadence of email announcements that will be coming out from National.

As you work on your messages, a few important things to remember:

- Giving Day goes live at midnight till 11:59 pm ET on May 8. At this point, gifts are counted live.
- GirlsIncTogether.org is the landing page and includes real-time leaderboards all day long showing information on your Affiliate's success.
- Don't forget that your Affiliate page is its own URL and be sure your communications are edited to also direct people there! (Everyone will be able to find and support your Affiliate when they come to the landing page also.)

Thank you again for participating in Girls Inc. Together. Please make sure to tag Girls Inc. across platforms and use the hashtags below. If you have any communications questions, please contact Liz Velez, at evelez@girlsinc.org. For help with other Girls Inc. Together items, please contact Melissa Kalt, at mkalt@girlsinc.org.

NATIONAL HANDLES

Facebook: @GirlsInc
Instagram: @GirlsInc
LinkedIn: @Girls-Incorporated
X: @Girls_Inc

HASHTAGS

#GirlsIncTogether
#strongsmartbold

RELEVANT LINKS

GirlsIncTogether.org



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Social Copy

[Graphics](#)

[Canva Link](#) (Please make sure to make a copy of the template before you start editing)

Join us for Girls Inc. Together, Girls Inc.'s annual virtual Giving Day! Here's an opportunity to learn more about the Girls Inc. Experience and to be part of our work to build a new generation of leaders. Girls Inc. Together is part of Girls Inc. Week, a time when we galvanize around topics important to girls. This year's theme, selected by girls, highlights the importance of mental health. Together, we can make a difference in the lives of girls! [insert Affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

Join us at GirlsIncTogether.org for a virtual day supporting girls. Learn more here: [insert Affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

Be a force for good. Join the Girls Inc. Together virtual Giving Day on May 8 by creating your own personal fundraising page where you can share why Girls Inc. matters to you and encourage your friends and family to join the movement. Watch the impact grow as your community rallies together for a common cause. Let's amplify our collective efforts! Every contribution counts, and your Giving Page could be the catalyst for change. Learn more here: [insert Affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

Do you have a competitive spirit? Here's your time to shine. Encourage your friends to join Girls Inc. of [insert Affiliate name] virtual Giving Day, May 8 for a friendly competition of who can raise the most money to transform the lives of girls. Are you up for the challenge? Let's turn this into a friendly rivalry for a fantastic cause! Create your page today at [insert affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

Save the date!  On Thursday, May 8, Girls Inc. is launching the second annual Network-wide fundraiser, Girls Inc. Together!  Join us for a virtual 24-hour Giving Day to support girls. Learn more at [insert Affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

We are one month away! Girls Inc. Together, our virtual 24-hour Giving Day kicks off on May 8. Join us on GirlsIncTogether.org to build a new generation of leaders. Register here: [insert Affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

We have one week left until our virtual Giving Day. On May 8, Girls Inc. is launching a Network-wide Fundraiser, Girls Inc. Together. Join us for a chance to support our mission.  [insert Affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

Join us tomorrow for our virtual Girls Inc. Network-wide Fundraiser at GirlsIncTogether.org! This historical event provides an opportunity for you to support our continued efforts to equip girls to reach their fullest potential. [insert Affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold



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Girl Messaging

Showcase the impactful stories of Girls Inc. participants and alumnae demonstrating leadership roles in their communities, their achievements, and contributions. Feel free to customize these posts according to the girls' stories and the work your affiliate is doing.

ADD PHOTO OF PARTICIPANT

Meet [Girls Inc. Participant/Alumna name], she is a leader in [insert different areas of skills/leadership]. Your support makes it possible for girls like [Girls Inc. Participant/Alumna name] to reach their full potential. Together, let's continue building pathways to leadership! You can help fund this important work at [insert Affiliate Girls Inc. Together link] 🍌 #GirlsIncTogether #strongsmartbold

Today, we spotlight [Girls Inc. Participant/Alumna name], a remarkable participant/alumna who embodies what it means to be strong, smart, and bold. She's making waves in [insert different areas of skills/leadership]. Help us pave the way for more inspiring leaders like [Girls Inc. Participant/Alumna name]! [insert affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

Today, we spotlight [Girls Inc. Participant/Alumna name]'s journey with Girls Inc. Through your support, we are building #strongsmartbold leaders. Help us continue this important work and support girls like [Girls Inc. Participant/Alumna name]. [insert Affiliate Girls Inc. Together link] #GirlsIncTogether #strongsmartbold

Content for Supporters/Affiliate Board Members to Share

I'm thrilled to share that I'll be supporting Girls Inc. of [insert Affiliate name] for their second annual Girls Inc. virtual Giving Day! Join me in building a new generation of leaders. Tune in at GirlsIncTogether.org on May 8. Let's make a difference together in the lives of girls! #GirlsIncTogether #strongsmartbold

I'm proud to be a [name your association to Girls Inc. and why you support]. This organization is so important to me that I'll be participating in their annual Girls Inc. Together virtual Giving Day. Join me by supporting this work and helping to build the new generation of leaders by donating here [insert link to your personal page], or creating your own fundraising page. #GirlsIncTogether #strongsmartbold



E-blast Messaging

Email 1: Tuesday, March 18

Subject Line: Announcing Girls Inc. Together on May 8!

Mark your calendars! We're thrilled to announce that on Thursday, May 8 as part of Girls Inc. Week, we'll be launching the second annual Network-wide Giving Day *Girls Inc. Together*.

As part of this virtual 24-hour event, we'll be *celebrating the power and potential of girls*. Join us as we celebrate the rich history of Girls Inc. staff and supporters who have been at the forefront of creating a future where girls will thrive and lead. We will lift up the stories of our phenomenal participants and alumnae, who have always been the very embodiment of what it means to be strong, smart, and bold. Get into the spirit of the festivities by crafting your very own fundraising page to support Girls Inc. of [Insert Affiliates Name], rallying your friends to join in, and mark your calendars for May 8!

For more information on how to create your personalized fundraising page visit [Affiliate Girls Inc. Together website link] or contact [Affiliate contact information].

Email 2: Wednesday, April 2

Subject Line: Support Girls Inc. Together on May 8!

Join the Girls Inc. Network on May 8 for Girls Inc. Together

X Girls Inc. Affiliates, Girls Inc. National, Celebrities, Prizes all supporting girls!

You can make the day a success. What can YOU do now?

- Create your own peer to peer fundraising page through the Girls Inc. Together platform at [add link to your Affiliate page]
- Spread the word. Share your page with your friends and family, letting them know you'll be supporting Girls Inc. and encouraging them to do the same.

Email 3: Wednesday, April 16

Subject Line: Help Girls, Join Us for Girls Inc. Together!

Girls Inc. Together is less than one month away! Girls Inc. will be celebrating the power and potential of girls. Spread the word and support Girls Inc. of [Affiliate Name] on May 8.

Visit here [link to Girls Inc. Together Affiliate page] to join and learn more about the virtual event and create your own personalized fundraising page.



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Email 4: Thursday, May 1

Subject Line: Girls Inc. Together is 1 Week Away!

Note: This eblast will be a graphic (linked in the Graphics folder). Please make sure to link the graphic to your Affiliate Girls Inc. Together page.

[Event Details in Graphic]

Girls Inc. Together is only 1 Week Away!

Girls Inc. will be celebrating the power and potential of girls. Spread the word and support Girls Inc. on May 8.

GirlsIncTogether.org

Email 5: Tuesday, May 7

Subject: Tune In Tomorrow! Support [Affiliate Name]

Get ready to be part of something extraordinary! All day May 8 we're hosting our much-anticipated Girls Inc. Together Virtual Giving Day. Help us reach our fundraising goal. Give at [Girls Inc. Together Affiliate page link]. Your donation will be matched when we unlock fundraising challenge grants. Support Girls Inc. of [Affiliate name] and be part of the movement to build a new generation of leaders.



Press Release Draft

Affiliate Press Contact:

Girls Inc. Affiliates Across the United States and Canada Join Forces for Second-Annual Giving Day to Support Girls

City, State - Date —On May 8th, Girls Inc., the longest-running girls' leadership organization, will host its second annual giving day, ***Girls Inc. Together***. Girls Inc. Affiliates across the United States and Canada, with their donors and supporters, will unite for a virtual fundraising event benefiting 114,000 girls.

Girls Inc. Together aims to raise vital funds to advance Girls Inc.'s mission of inspiring girls to be strong, smart, and bold. Funding provides all girls access to supportive environments, trusted mentors, and opportunities that allow them to tap into their full potential and positively impact their communities. Supporters can create their fundraising pages to champion this cause by visiting GirlsIncTogether.org.

There is power when we come together," said Stephanie J. Hull, Ph.D., President & CEO of Girls Inc. "Together, we create networks of support and opportunity that allow girls to grow, lead, and affect positive change in their schools and community. Girls Inc. Together is more than a fundraising event—it's a movement that unites us to build a new generation of leaders, which benefits us all."

[Affiliate Executive/CEO Quote]

To learn more about **[Affiliate Name]** and its programs, please visit **[Affiliate Website]**.

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INSERT AFFILIATE BOILERPLATE

ABOUT GIRLS INC.

Girls Inc. inspires all girls to be strong, smart, and bold through direct service and advocacy. We work with schools and in communities to provide the mentoring relationships, safe spaces, and evidence-based programming that are proven to help girls succeed. Girls build the knowledge, skills, and confidence to lead change in their lives and effect change in the world. Girls Inc. also works with and for girls to advance legislation and policies that increase opportunities for all girls. Together with partners and supporters, we are building a new generation of leaders. Join us at girlsinc.org.



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