

# Nicklaus Children's COVID-19 Fund Ambassador Toolkit



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AND EMAIL

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IMAGES  
FOR SOCIAL

**#iSupportNCHS**



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## 1

### GENERAL TIPS AND GUIDANCE

#### THANK YOU FOR YOUR HELP TO SPREAD THE WORD!

This is an important time for our hospital and the community, and we appreciate your help to spread the word about our COVID-19 Fund with your friends, family and networks.

1. Donate at [www.nicklauschildrens.org/COVID19Fund](http://www.nicklauschildrens.org/COVID19Fund)
2. Then send an email to your networks encouraging their support
2. Post (a few times!) on your social media accounts

\* Share this link: [www.nicklauschildrens.org/COVID19Fund](http://www.nicklauschildrens.org/COVID19Fund)

\* Use this hashtag on social media: **#iSupportNCHS**

\* Tag us! @give2nicklaus4kids on **Instagram**, @NicklausCHF on **Twitter**, or Nicklaus Children's Hospital Foundation on **Facebook** or **LinkedIn**.

\* For questions, please contact [Alyssa.Zamora@nicklaushealth.org](mailto:Alyssa.Zamora@nicklaushealth.org).



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## 2

### SAMPLE SOCIAL MEDIA POSTS

**Post to social media using this messaging, or feel free to use your own:**

It's an important time and we are all in this together. Join me in supporting Nicklaus Children's Hospital so our children, the healthcare workers who serve them, and our neighborhood hospital are safeguarded from #COVID19.

Give at [www.nicklauschildrens.org/COVID19Fund](http://www.nicklauschildrens.org/COVID19Fund) #iSupportNCHS

As we all look for ways to help out in these difficult and uncertain times, will you join me in helping Nicklaus Children's Hospital? Now more than ever, they need our support. Donate at [www.nicklauschildrens.org/COVID19Fund](http://www.nicklauschildrens.org/COVID19Fund) #iSupportNCHS



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## 2

SAMPLE EMAIL

Dear friend,

As COVID-19 continues to impact all of us in unprecedented ways, our community needs us now more than ever. I am reaching out to you today on behalf of Nicklaus Children's Hospital, which is in great need of our support. Nicklaus Children's plays an important role in keeping our children healthy and safe. Here's how we can help them right now:

Please join me today in supporting the **Nicklaus Children's COVID-19 Fund**. Our donations will directly support Nicklaus Children's patients, families, and healthcare workers who have been affected. Our support will also allow them to innovate and adapt in this rapidly evolving environment.

[www.nicklauschildrens.org/COVID19Fund](http://www.nicklauschildrens.org/COVID19Fund)

Donate and share this link on social media using the hashtag **#iSupportNCHS**.

We can do much more together and I'm grateful to be part of an effort like this for those who need us.



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## 3

### IMAGES FOR SOCIAL

We've created (3) graphics you can share on your social media. Please visit the blue links below and right-click on the image to save it to your computer. On your phone, press and hold down on the image to add it to your pictures.

**Image option A:** [square for broad use](#) or [vertical for Instagram story](#)

**Image option B:** [square for broad use](#) or [vertical for Instagram story](#)

**Image option C:** [square for broad use](#) or [vertical for Instagram story](#)

Image  
previews:

A



B



C



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**THANK YOU** for your support as our Nicklaus Children's Ambassador!

**Together, we will get through this difficult and uncertain time.**

**#iSupportNCHS**

