



Orphan Sunday
Social Media and Outreach
Addendum to the Orphan
Sunday Toolkit

Introduction

We want to provide you with helpful instructions on how to spread messages about Orphan Sunday, Stand Sunday and the Strong Family for Every Child initiative.

We know that many of our volunteers and supporters are eager to help HCW speak to the plight of children living without the support of home and family, but you may not know the best ways to increase awareness and generate support for this cause. Because of this, we've created a how-to guide or toolkit that outlines all of the things that you need to know about using your social media in order to best promote the cause.

Social media can be an incredible tool that reaches a significant amount of people, but it must be used correctly in order to be successful. Please use this toolkit to help you successfully dive into the world of social media! We cannot wait to see you effectively sharing your ideas and HCW's news in order to promote this worthy cause!



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1. Our Message

Who We Are

Helping Children Worldwide is a non-profit organization that is strengthening communities in some of the poorest countries in the world, by equipping the local organizations and networks in those communities to adequately provide vulnerable children and their families with the tools they need to survive, including education, health care, and economic empowerment. The programs supported by Helping Children Worldwide are especially focused on education, family stability, maternal and infant mortality, and childhood malnutrition. By partnering with local governments, churches, child advocacy organizations, hospitals, clinics, teachers, schools, and social workers, we help children and families achieve their wonderful, God-given potential.

Our Vision – Strong, resilient and nurturing families with children who are supported adequately in order to fulfill their God-given potential through the efforts of their own community.

Our Mission – Helping children worldwide by strengthening and empowering families and communities.

Our Connection to Orphan Sunday

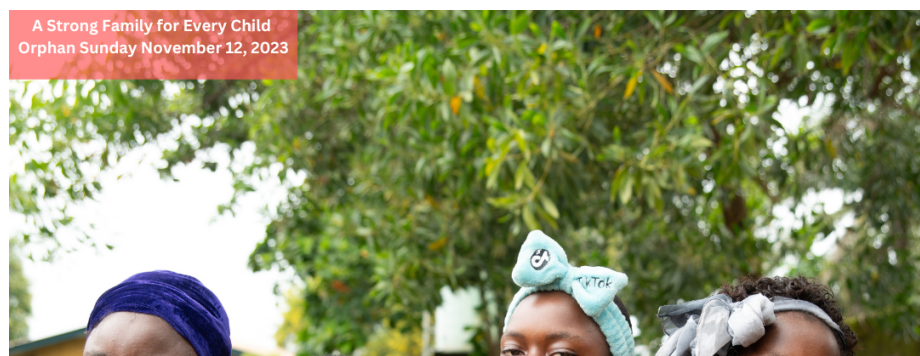
Our work has always been focused on the most vulnerable children in the world, those who have become separated from family through instances of death, violence, and poverty. The Strong Family for Every Child initiative is growing in the United Methodist Church, and spreading to other denominations. We are exceptionally honored to be a part of this initiative, and to host its global headquarters at HCW.

World Orphan Day is observed in the United States on the second Monday in September (that's 9-13-23 this year). Orphan Day is observed in some countries, such as Egypt, on the first Friday in April. The Sunday before the November observance, is also designated Stand Sunday in the US, a day to pray for the wellbeing of children in Foster Care. That is why people of faith in the United States will be praying for the care of orphans worldwide on the Sabbath that falls before World Orphan Day. This day goes beyond the mission we have worked on together in Africa, and extends around the world, bringing those children in need afar and within our own communities into our sight, our embrace, and our prayers. We honor fallen soldiers, mothers and fathers on special days, and this is the day we honor children in deep need. In fact, churches in more than 120 nations will be joining together this year to celebrate God's heart for orphaned and vulnerable children on the second Sunday in November.

This guide is for your use in sharing important information about Orphan Sunday with your congregation and community. We invite you to inspire others to even greater commitment and mission for God's most vulnerable children - those living separated from the love and care of family.

If you have any questions or need further assistance, please do not hesitate to reach out to us.

Wishing you a blessed Orphan Sunday and continued success in your ministry, and your life.



2. How-To

This section of the guide will discuss how you can best use the toolkit to promote Orphan Sunday.

While using social media and this toolkit may seem overwhelming, this process is truly what you want to make of it. So, feel free to pick and choose what information you'd like to use and put into action! Please use the Table of Contents to best navigate this document and ensure that you can easily find exactly what you're looking for. Additionally, the way that you can benefit from this toolkit depends on your personal social media goals.

For example, if you are hoping to **generally raise awareness** about HCW, Orphan Sunday, Stand Sunday, the Strong Family for Every Child initiative, Firmly Rooted Family and all of the good works that are being accomplished, you can find pre-developed general and specific content that is ready to post on various forms of social media (See: [General posts](#) , and [Did you know? Posts](#), and .)

Secondly, if you want to include information about ways to support the work, you can point to our donation pages, or our upcoming Giving Tuesday campaign content, the documentary webpage or the Strong Family website. [Event, Activity and Donations Content](#)).

Thirdly, if you are interested in hosting a social media fundraiser yourself or in the process of **raising funds** for a personal mission trip or for HCW in general, we suggest that you take a look at our pre-made content that can easily show your audience the people that will benefit from their donations and the great need that exists in Sierra Leone today. Please note that every photo you see is one provided to us through our partners who are working with families and children, and have obtained consent for use of their images for the

specific purpose of promoting children in families and the work we are doing to provide them with support. (See: [General Photos of Sierra Leone and Sierra Leoneans](#) , [Did you know? Posts](#) , and [Infographics](#)). Additionally, feel free to use our donation request templates and don't forget to link to your donation page or HCW's Give page (www.helpingchildrenworldwide.org/give.html). Finally, you can also fundraise directly through Facebook and we tell you how (See: [Fundraising through Facebook](#)).

For all posts with any goal in mind, make sure to check out our [Social Media 101](#) section to see the best times to post and the audience that you will likely reach with your content. We also have a [What You Need to Know](#) section in which you can find facts about the work and the problems faced by children and families in the most impoverished areas of the world. These facts are incredible and can be very helpful in making meaningful and engaging captions to accompany our beautiful pictures.

Happy posting!

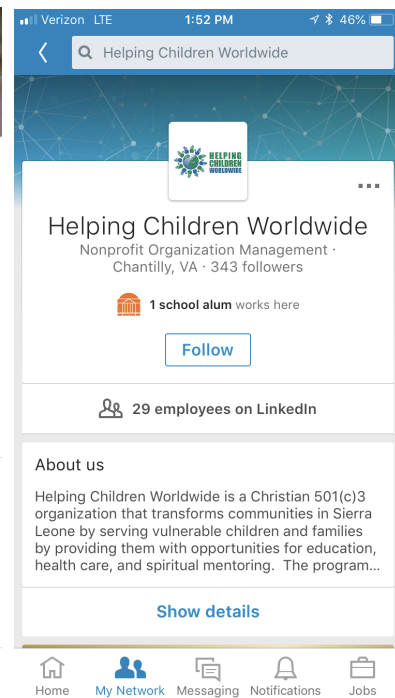
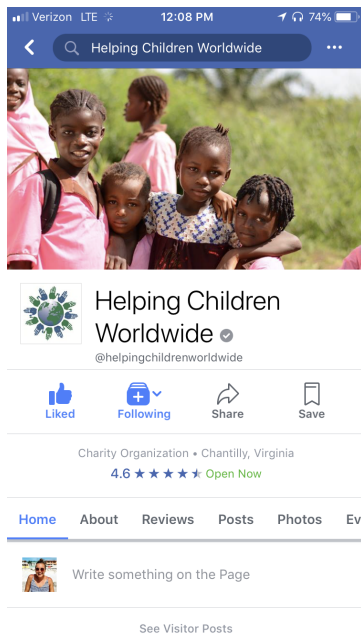
3. Social Media 101

While “social media” can be a daunting term in today’s world, when we use that term in this guide, we are generally referring to the use of a few sites, namely Facebook, Instagram, Twitter, and LinkedIn. This guide will walk through each of those sites, so don't panic. We will discuss the purpose for each site, the demographics of users on each site, best times to post on each site, and how the optimal content differs between sites. Finally, after you have been thoroughly introduced to each of the four main sites, a sample post will be provided for each.

HCW Social Media Accounts

Handles for HCW:

- Facebook → Helping Children Worldwide
- Instagram → helpingchildrenworldwide
- Twitter → @HCWtoday
- LinkedIn → Helping Children Worldwide



List of Relevant and Helpful Hashtags related to the subject:

To be used on Twitter and Instagram.

- #HCW
- #OnTheBlog
- #ScriptureSunday
- #ICYMI (in case you missed it)
- #StrongFamilyForEveryChild
- #OrphanSunday
- #StandSunday
- #PureReligion
- #FirmlyRootedFamily

Facebook

Facebook is a free online social media site that allows users to connect to “friends,” or people that they know. Users share status updates, photos, videos, and events. Additionally, users can send messages, comment on others’ posts, and “like” content. Facebook is still the most popular form of social media, with about 2 billion active users around the world. Because the majority of Facebook users are over 35, this is a unique platform with an audience that is essential to reach.

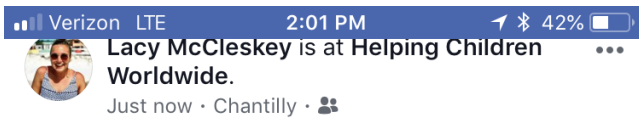
Content for Facebook can be very versatile. Because you can post photos and videos with lengthy captions, share events, and link posts to the HCW website and Facebook page, this can be the easiest site for which to create content. Optimal content for Facebook can be a short, but engaging caption and a link to the HCW

blog sharing an amazing story or simply sharing an HCW event with a message encouraging participation. The best time to post content on Facebook, yes this can matter, is from 12 pm - 3 pm Monday - Friday, when the most users are active and will see your post.

Sample Facebook Posts

How to tag your location, an organization, or facebook friends you think may be interested in your post.

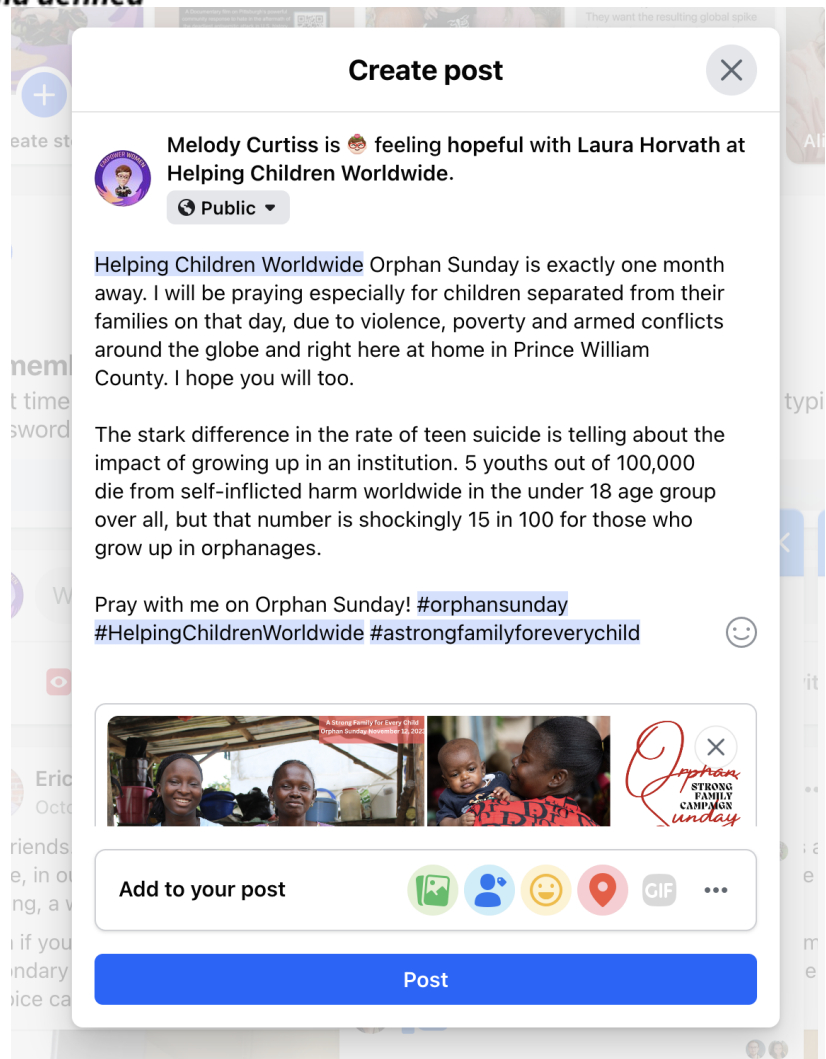
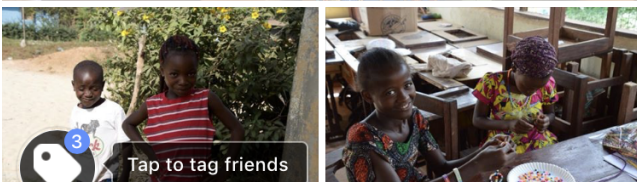
Hint: There are tiny icons that pop up when you begin your post, to designate your location (check in) - tag friends, You can also use the @ symbol and begin to type the name of the entity you are tagging. Facebook may supply suggestions based on your own connections and defined locations.



Working at HCW this summer is definitely making me miss this place and these kiddos.

Did you know that 609 extremely vulnerable children and youth received education, healthcare, and spiritual mentoring through the Child Rescue Centre in 2017?

Check out helpingchildrenworldwide.org to find out more!!



What Lacy and I did...

- Lacy - Tags the location of my post as HCW
 - (you can tag “my church” or where ever you want to be noted as being located.)
- Lacy - Uses a caption that establishes a personal connection to HCW
 - (you can relate your connection to HCW as a partner or to the campaign, or its message and/or your churches heart for mission or to mission for children in foster care or orphans.) * [sample message style captions below](#).
- Lacy - Also uses an interesting and exciting fact
 - [sample facts for captioning your post](#)
- Lacy - includes a link to “find out more”
 - (can be the HCW website or strong family website or even your church service where Orphan Sunday will be observed)
- Lacy - Includes colorful, high-quality pictures
 - [\(sample content\)](#)

Instagram

Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed. When you post a photo or video on Instagram, it will be displayed on your profile. Also similar to Facebook, users can comment on and “like” others’ photos and videos. The user demographics for Instagram are much younger than Facebook, which is why it is great for reaching a younger audience. The majority of teens and young adults are very active on Instagram and are open to engagement on this platform.

The possibilities for Instagram content have been evolving recently. Recently, users have been able to add videos, multiple pictures in one post, and add photos or videos to their “stories.” Stories are posts that are not linked to one’s profile page and are only posted for 24 hours. It is possible to save certain stories as “highlights,” which will stay linked to the user’s profile page indefinitely. These stories are great ways to document live events or day-to-day happenings at the CRC, Mercy, or HCW. For regular Instagram posts, the image is truly the most important part. Because Instagram is so visual, it is essential to have engaging and high quality photos to post. However, Instagram also does not have a caption character limit, so it is a great place to put stories or testimonies along with the image. It is also possible to tag HCW’s instagram page on the post and you can set the location of the photo as Sierra Leone, to better inform your followers! The best time to post on Instagram is between 12 pm and 1 pm Monday - Friday.



Sample Instagram Post

- Uses a vibrant, high-quality picture
- Tags “helpingchildrenworldwide” instagram page in the post
- Engaging and incredible “did you know” caption that relates to the image
- Tags Sierra Leone as the location of the picture, just in case some of my followers don’t know anything about HCW

The Social Media Platform formerly known as

Twitter (Now X)

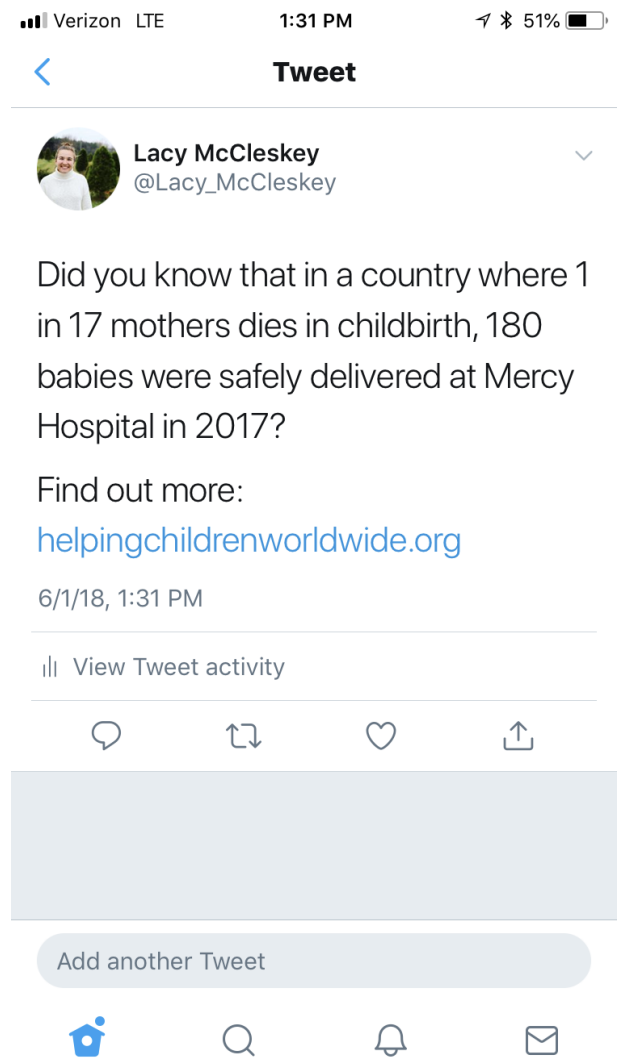
Twitter is a social media site that is similar to both Facebook and Instagram, but it mostly relies on words. Twitter’s posts are called tweets. Tweets can be composed of multiple pictures, words, or video. The company is currently testing out a new character limit for each tweet, which would double it from 140 characters to 280 characters. Regardless of the change, characters for tweets are limited, unlike Facebook or Instagram. Twitter’s main screen is a newsfeed, which circulates new posts as they come in. Users scroll down this page to see all of the newly posted content. Users can “like” or “retweet” others’ posts. “Retweeting” a post means that it will be reposted on the user’s own page, but will still have the account name of the original poster (Hint: this is a great way to share HCW’s posts!). Twitter’s demographics are similar to Facebook’s, with many users of all ages. With 300 million users, Twitter was a great platform for raising awareness.

You should be aware that many organizations and individuals have left off using Twitter since it has become rebranded as X. HCW does not take a position on whether an X boycott is warranted, and we still utilize the platform at this time.

One issue in the past was that because characters are limited and images are not as prominent or central to a post as they are on other sites, Twitter’s best content has to be short and sweetly worded tweets. This is a great place to share our “Did you know?” posts and other fun facts about the origin of Orphan Sunday. It’s also great to retweet any tweet by HCW to share it with all of your followers and increase their exposure. The most optimal time to post on Twitter is at 3pm Monday - Friday. I don’t exactly understand if we “retweet” and “tweet” or “X” and “reX” posts on this platform these days, but X’ing a post seems like the opposite of what we are trying to do, so we’ll continue to use the term “tweet” and “retweet” for posting on the X platform.

Sample Tweet

- Uses an engaging “did you know?” question
- Short and sweet text with lots of important information
- Link to HCW’s website, in case they want to find out more!



LinkedIn

Unlike the other forms of social media that we have discussed, LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. This can be very helpful for HCW because it allows us to connect with other nonprofits to gain insights, ideas, and connections, while also allowing us to connect with organizations who might be interested in contributing financially to HCW’s work. HCW’s LinkedIn home page is used to establish ourselves professionally. It displays information about our

organization and our current activity. Additionally, LinkedIn has groups, which were created to “provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.” Groups function as discussion boards that provide a space for dialogue with thousands of other nonprofit professionals.

HCW is currently working to join groups that will connect us with other nonprofits who share our values in order to gain credibility and help us to grow. Additionally, HCW posts regularly to our LinkedIn page to ensure that our followers and the larger LinkedIn audience is aware of our activity in Bo. The best time for our organization to make these types of posts on this site is at 10:45 or 12:45 Monday-Thursday, while people are taking breaks in a productive way at work. Because LinkedIn is centered around professional business, it is harder for you to use to advertise HCW. However, LinkedIn users can “recommend” an organization. So, if you are a professional and have had a good experience with HCW, which we hope you have since you’re still here reading this incredibly long document, please recommend us! Having professional recommendations increases our credibility on LinkedIn and will help us to establish ourselves as an organization.

In addition, users can post longer content on LinkedIn to provide more in depth information about underlying causes, and best practices. If you are interested in developing content of that nature for Orphan Sunday, Strong Family, or HCW, we would love to hear from you and provide sample content to help you craft your message.



Social Media Graphics

These are images you can use to decorate your online profiles! You can download and add them to your page so people can see who your favorite non profit is everytime they see your profile!



Facebook and social media Covers



Joseph
STRONG
FAMILY
CAMPAIGN
Sunday
NOVEMBER 2023





Twitter Headers



4. What You Need to Know: HCW FAQ and Statistics

FAQs

What is HCW? Where is it located?

Helping Children Worldwide is a US 501(c)(3) tax exempt registered nonprofit corporation with international headquarters located in Northern Virginia in the greater D.C. area. Our Global South office is located in Freetown, Sierra Leone, and registered with the Government of Sierra Leone as an INGO. We have been continuously registered with the IRS for over 20 years, and our most recent fiscal year information can be found on our website.

What work do you do with orphans?

NONE. HCW works with local providers, caregivers, organizations, and government agencies to strengthen and empower the people who are closest to the problems faced by orphans in need of

care, and understand them best, so that they receive the most effective, nurturing care possible.

Do children still live at the CRC?

Yes, and no. The CRC and the CFPS, two Sierra Leonean child protection agencies supported by HCW and in partnership with one another, house children temporarily in a safe environment with access to education, health care, and good food and sanitation, as well as trained case managers and social workers, while families are prepared to receive them. The temporary, emergency placement of any child in an institutional setting is terminated as rapidly as it is safe to do so, to limit the harm of extended family separation.

We are proud of the 24 year history of our association with the CRC and of the 5 year history with CFPS. For 18 years following the opening of the CRC in July of 2000, children who were orphaned or had been separated from family during the country's extreme disruption by a decades-long civil war, and by multiple subsequent triggers of poverty, disease and violence lived for much of their childhood at the CRC. However, we are incredibly happy to share that a better model for caring was found, and all of the residential children were able to be successfully placed in biological or foster family homes by the end of 2018. We are equally proud of the fact CFPS has always operated under that better model.

Does HCW work with local people (in Sierra Leonean or Africa or any of the five continents where you are working) or do you just send Americans into the country?

HCW connects with local partners to determine what issues they see as needing the most immediate attention and find local solutions to these issues. Only when local partners identify needs where it would be helpful to have outside assistance, does HCW send Americans or other non-nationals to assist. For example, HCW sent social workers from Sierra Leone, West Africa to Mozambique, East Africa, filmmakers from Europe to Africa, and teachers, doctors, healthcare workers, and electricians from America to Sierra Leone.

5. Content

Links to Items of Interest

HCW Blog Posts

Latest News: <https://www.helpingchildrenworldwide.org/news>

HCW Donation Page

Give: <https://www.helpingchildrenworldwide.org/give.html>

Strong Family Campaign

Strong family campaign website: <https://strongfamily4everychild.org/>

Strong Family videos: <https://vimeo.com/showcase/7762444>

Trailer to the Firmly Rooted Documentary in Production Now!

<https://vimeo.com/873895776?share=copy> (1080) <https://vimeo.com/873898040?share=copy> (4k)

Example Did you know? Posts

These posts can be paired with a photo that fits for Instagram or Facebook or can stand alone as a ready-to-post tweet! You can also combine any of the facts in the [What You Need to Know](#) section to create your own “did you know?” posts.

- Did you know that even children living in countries with the best child welfare systems are still living without permanent homes, and that children who are not adopted or returned to family when they are young are frequently moved between government residential facilities, group homes, and foster homes until they reach the age of 18 to 21. Children with disabilities, such as learning problems, have a twice-as-high chance of aging out of the system without ever finding a permanent family to care for them and call their own. Many of these young adults will have to fend for themselves at this age, with nobody to help out when they are struggling.
- Did you know that Asia is home to the most orphaned children, with 71 million orphans. India alone has 31 million orphans. Africa comes in second with 59 million people.
- Did you know that Covid19 caused 10.5 million children to become orphans, having suffered the loss of one or more parents or caregivers, and that includes over 245,000 children in the United States?
- Did you know that 1 out of every 1000 children in the world live in orphanages and other institutions?
- Did you know that there are over 391,000 children in the foster care system in the United States and over 788,000 in foster care in Europe?
- Did you know that children who grow up without parental care, no matter how good a residential facility or orphanage, are more likely to have failed relationships, be unemployed, become criminals, be enticed into unsavory occupations and lifestyles, engage in substance abuse, have children at a young age and to abuse their children? Did you know that number is 2 to 10 times more likely?
- Did you know that more than 23,000 children will age out of the US foster care system every year. After reaching the age of 18, 20% of the children who were in foster care will become instantly homeless. Only 1 out of every 2 foster kids who age out of the system will have some form of gainful employment by the age of 24.

Some other ideas on” Did you know” style captions you can use for Orphan Sunday - you can also create a carousel of posts, with captions and photos, on your website.

Use of Captions

When you are generating a post, regarding Orphan Sunday or the Strong Family Initiative, you can utilize a caption to personalize your message for the people connected to your social media.

- Set A - Negative Messages

- (Caption #1)
Orphanages are not the answer.
- (Caption #2)
The sad truth is...living in an orphanage has negative impacts on a child's development...
- (Caption #3)
and separates children from the family and community that are essential for developing healthy social relationships.
- (Caption #4)
Orphanages also increase a child's risks in life for experiencing homelessness, unemployment, and sexual exploitation.
- (Caption #5)
Around the world, poverty is the leading reason parents place their children in orphanages.
- (Caption #6)
In fact, 4 out of 5 children living in orphanages have at least one living parent and almost all have extended family members.
- (Caption #7)
Instead of investing in orphanages, strengthening families to safely care for their children is a better choice!
- Set B - Positive messages
- (Caption #8)
Simply put, children grow best in families.
- (Caption #9)
Families are vital for the physical, mental, and social development of a child...
- (Caption #10)
and provide the love, connection, and belonging children need to thrive into adulthood.
- (Caption #11)
Around the world, families living in poverty may see placing their children in an orphanage as the only way to meet their basic needs.
- (Caption #12)
In fact, 4 out of 5 children living in orphanages have a living parent and almost all have extended family members.
- (Caption #13)
There is a better way!
- (Caption #14)

Strengthening families is the best way to care for vulnerable children and prevent them from being placed in orphanages.

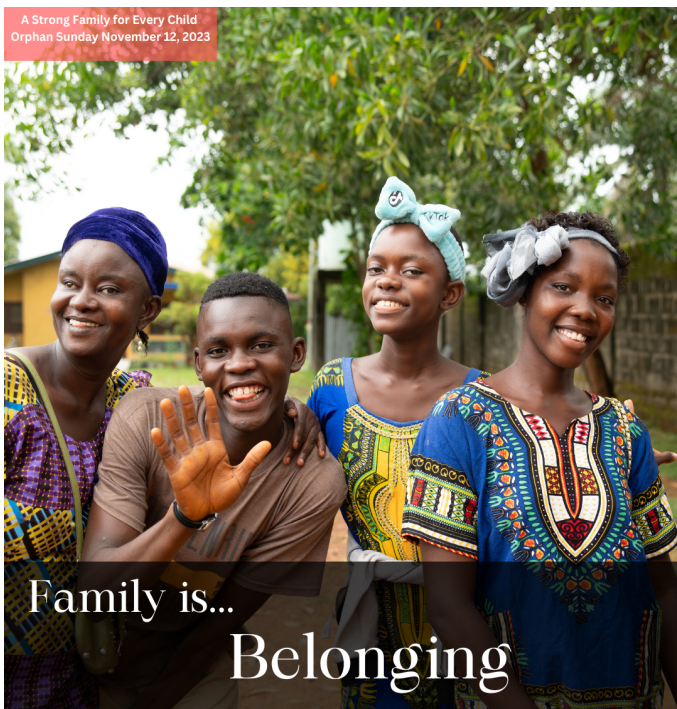
Specific Content:

Visual Content

**All of the following images have been made smaller and can be enlarged without losing their quality. A zip file of similar images can be downloaded at this link - caution, if you click on it, download is automatic.*

[DOWNLOAD HERE](#)

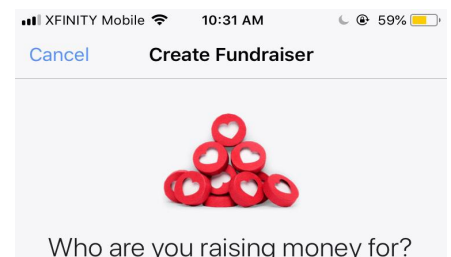
Graphics you can use for Orphan Sunday with or without a caption.



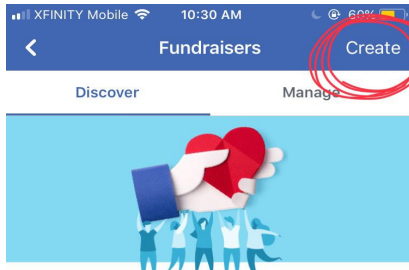
Fundraising Through Social Media

Fundraising Through Facebook Instructions

Using Facebook's own fundraising program is perfect to use if you want to raise money to go directly to Helping Children Worldwide! You can link this to Orphan Sunday, Stand Sunday, or any other time when you want people to do more than see the interests of your heart - and actually join you in supporting them! (Another really great time to do this is around your birthday, anniversary, graduation, or for any gift-giving occasion; instead of asking for gifts, consider asking your friends and family to contribute to a good cause, such as children living in poverty.)



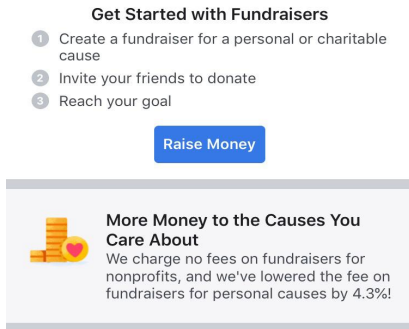
Here's a step by step guide on how to do that:



← 1. First, on your home screen, **type “Fundraisers” into the Facebook search bar**. It should be the first item to appear, and when you click on it, it'll take you to this screen. **To start a new fundraiser, click Create.**

2. →

Second, it'll ask you who you're raising money for. **Select Nonprofit.**



← 3. Next, **search here for Helping Children Worldwide.**

4. →

You're almost done! Facebook will automatically fill in a photo, title, description, goal amount, and duration for your fundraiser. You can change all of these to be more personal or to better fit your needs. The default amount is the minimum of \$200, and the default duration is two weeks; you can change both of these to as much or as long as you want. **When you're finished, click Create** in the top corner.

You can edit your fundraiser at any time, to raise the amount or change the description.



Naomi's fundraiser for Helping Children World...

Want to join me in supporting a good cause? I'm raising money for Helping Children Worldwide and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Helping Children Worldwide below.

HCW is transforming communities by serving vulnerable children and families through education, health care and spiritual mentoring.

Goal Amount \$200

Facebook Donation Request Post Template

Below, there is a possible template and an example Facebook post to show you what a fundraising post can look like. These were used as a first attempt at fundraising, so it is quite informative and offers the link to the donation site. Later fundraising posts may be more creative, sharing statistics and images of Sierra Leone, the CRC, or Mercy Hospital to engage your audience and motivate your audience to donate. Of course, this is just an example, so feel free to change any wording or add any personal touches that may be appropriate!

“Hello, everyone! In *insert month of trip here*, I’ll be heading to visit and serve at the Child Rescue Centre and Mercy Hospital in Bo, Sierra Leone. Both the CRC and Mercy Hospital are supported by Helping Children Worldwide, a nonprofit organization that is strengthening communities in Sierra Leone, one of the poorest countries in the world, by providing vulnerable children and their families with opportunities for education, health care, and spiritual mentoring. I am incredibly excited to begin the process of fundraising and preparing for my trip, as I have been looking forward to this opportunity for as long as I can remember. I would greatly appreciate any support that you may be able to give, whether it be funds or prayers. Thank you in advance for your generous contributions and please feel free to contact me with any questions!
attach the link to your personal fundraising page

Example Post:

