



Jesuit Refugee Service/USA: *Miles 4 Refugees 2021*

Social Media Toolkit

Challenge starts on October 15th, 2021 & ends on
November 14th, 2021.

Registration: September 1st – October 11th, 2021



Dear partner,

Thank you for participating in this year's Miles 4 Refugees. We are so honored to have your support and look forward to working together.

We invite you and your digital team to share the message to encourage even more participation within your own network.

Below, find attached graphics and accompanying social media messages to share among your followers, as well as relevant hashtags for this event. All graphics include corresponding download links.

Sincerely,

The JRS/USA Team



[@jrs_usa](https://www.instagram.com/jrs_usa)



[@jrsusa](https://www.facebook.com/jrsusa)



[@jrsusa](https://www.twitter.com/jrsusa)

#JRSMiles4Refugees

Image Downloads:

Included in the file download are images for Facebook, Instagram, and Twitter.

Donor Appeal

Use the content below when making an appeal for your fundraiser:

I've set a goal to raise (insert monetary goal) for Jesuit Refugee Service/USA. Just your donation could make a lasting impact in the life of a refugee. Your funds ensure that JRS can continue working side by side with refugees, providing essential services so that they may learn, heal, and determine their own futures.



Facebook @JRSUSA

Post #1

Let's walk, run, cycle, & move in solidarity of refugees.

Join us and participate in #JRSMiles4Refugees, a 30-day challenge to reach 50 miles by November 14th –JRS Day & JRS's 41st Anniversary, @jrsusa

Help us reach our fundraising goal of (INSERT MONETARY GOAL) by either joining our team or donating!

Check out our team page here: (INSERT TEAM PAGE LINK) & find out how you can participate here: <http://ow.ly/XVaQ50FSAOM>

Post #2

#JRSMiles4Refugees

Join us for a 30-day challenge to reach 50 miles by 11.14.21 –JRS Day & JRS's 41st Anniversary, @jrsusa

We have a fundraising goal of (INSERT MONETARY GOAL) & a mile goal of (INSERT MILEAGE GOAL).

We ask for your help by either joining or donating! Check out our team page here: (INSERT TEAM PAGE LINK) & find out how you can participate here: <http://ow.ly/XVaQ50FSAOM>



Instagram

@JRS_USA

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Twitter

@JRSUSA

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(INSERT TEAM PAGE LINK)

#refugeeswelcome

Post #2

We've signed up for #JRSMiles4Refugees, a 30-day challenge to reach 50 miles by 11.14.21—JRS Day & @jrsusa's 41st Anniversary.

Find out how you can participate here:
<http://ow.ly/N8Qs50FSACR>

#refugeeswelcome