



Digital Toolkit for Digital Partners

Welcome to the Year-End Campaign! We believe that stories have the power to change lives. For many of these students, the meals provided by the school are their only source of nutrition, which allows them to focus, learn, and grow.

Campaign Goal: \$94,100

This guide provides:

- Ready-to-Post Social Media Posts
- Build-Your-Own Social Media Post

Ready-to-Post Social Media Posts

The following drafts are ready to be posted on Instagram, Facebook, or any other social media platform.

Here are some tips for posting:

- **Instagram:** Since links cannot be included in post descriptions, add the link to your Instagram bio and include “link in bio” in your post.
- **Facebook:** You can directly add links to your post descriptions without any issues.
- **Pictures:** You’ll find pictures at the end of this document, you can either take a screenshot to upload or download them using the link: <https://wearegraces.org/yearend/toolkit>
- **Customize:** Feel free to edit these drafts to fit your style.
- **Add Photos:** Include as many pictures as you want, including any personal photos you’ve taken.
- **Facebook and Instagram Stories:** Add your post to your Instagram story, and don’t forget to use a sticker to include the link there.
- **Official Link:** Here is the link to our Campaign: wearegraces.org/yearend

Tag us! Use @wearegraces.gt on Instagram and @wearegraces.gt on Facebook.



paula_johnson83
Altadena, California



♥ 532 Likes

paula_johnson83

Every child deserves the chance to learn without worrying about their next meal. That's why I'm supporting @GRACES, a group dedicated to feeding and educating children in extreme poverty. 🌎🇺🇸 They make sure students get breakfast and lunch every day while they're at school. Want to help too? A small donation can have a huge impact! Donate using the link on my bio. #GracesFeedsHope

This December, we have a unique opportunity to make a real difference for children in Guatemala. More than 59% of the population lives in poverty, and many children face daily hunger. @GRACES provides these children with both a free education and the meals they need to thrive. Every donation helps ensure these kids get the food and education they deserve. Just \$30 can feed a family of 4 for a week! Learn more or donate using the link on my bio. #GracesFeedsHope



paula_johnson83
Altadena, California



♥ 532 Likes

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I'm proud to support an incredible initiative that provides free education and daily meals to children in extreme poverty through @GRACES. For many of these kids, the breakfast and lunch they receive at school are the only meals they get all day. ♥ Just \$30 can feed a family of 4 for a week. If you're looking to make a real difference, I highly recommend checking them out and donating in the link on my bio.

#GracesFeedsHope

"Guatemala, a small country in Central America, struggles with high levels of poverty and malnutrition—nearly 47% of children under five experience chronic malnutrition, and more than half the population lives in poverty. That's why I'm supporting @GRACES. They're raising funds to provide breakfast and lunch to children attending their school throughout 2025. ☀ Every smile tells a story of hope, and each meal keeps a child healthy and ready to learn. Let's make a difference together—donate through the link in my bio."

#GracesFeedsHope

"I'm honored to support @GRACES, an incredible organization that makes sure children in poverty get both an education and the meals they need to thrive. ☀♥ I've already donated, and I'd love for you to join me! Together, we can make sure no child goes hungry. Learn more or donate through the link on my bio.

#GracesFeedsHope



paula_johnson83
Altadena, California



♥ 532 Likes

paula_johnson83

This is why I'm supporting @GRACES! Every smile tells a story of hope. 🥰 Each meal keeps a child healthy and ready to learn. Let's spread the love—donate through the link on my bio.
#GracesFeedsHope



Only [X days] left to support this amazing campaign! ⏰ Every dollar counts in helping @GRACES feed children while they learn and grow. Don't miss the chance to change lives. Donate using the link on my bio.
#GracesFeedsHope



Build-Your-Own Social Media Post

Your story can inspire others to join this mission.

By sharing your personal connection with this cause, you have the power to move hearts and mobilize action. This guide will equip you with the tools to craft a compelling and meaningful social media post that resonates with your audience.

Storytelling

Step 1: Reflect on Your Experience

Use the following questions to spark your memory and craft a meaningful narrative:

- **What inspired you to get involved with our organization?**
- **Can you share a specific moment or interaction with a student that moved you?**
- **What impact have you seen GRACES' Meal Program have on students or their families?**
- **Why do you believe it's important to support this cause?**
- **What message would you like to share with your audience about hunger and education?**
- **Can you recall a moment that deeply moved you while interacting with the students?**
- **What do you believe is the greatest challenge these students face, and how does this program help?**
- **How has seeing the impact of this program changed the way you view your own life?**
- **How did your experience with Escuela Integrada impact you or change your perspective?**
- **What do you want everyone to know about Guatemala?**
- **If you haven't traveled to Guatemala, what compelled you to be involved with Escuela Integrada?**

A collage of three photographs showing children in a classroom. The top photo shows a girl looking over her shoulder. The middle photo shows a girl in a blue shirt and patterned skirt. The bottom photo shows a girl eating from an orange bowl.

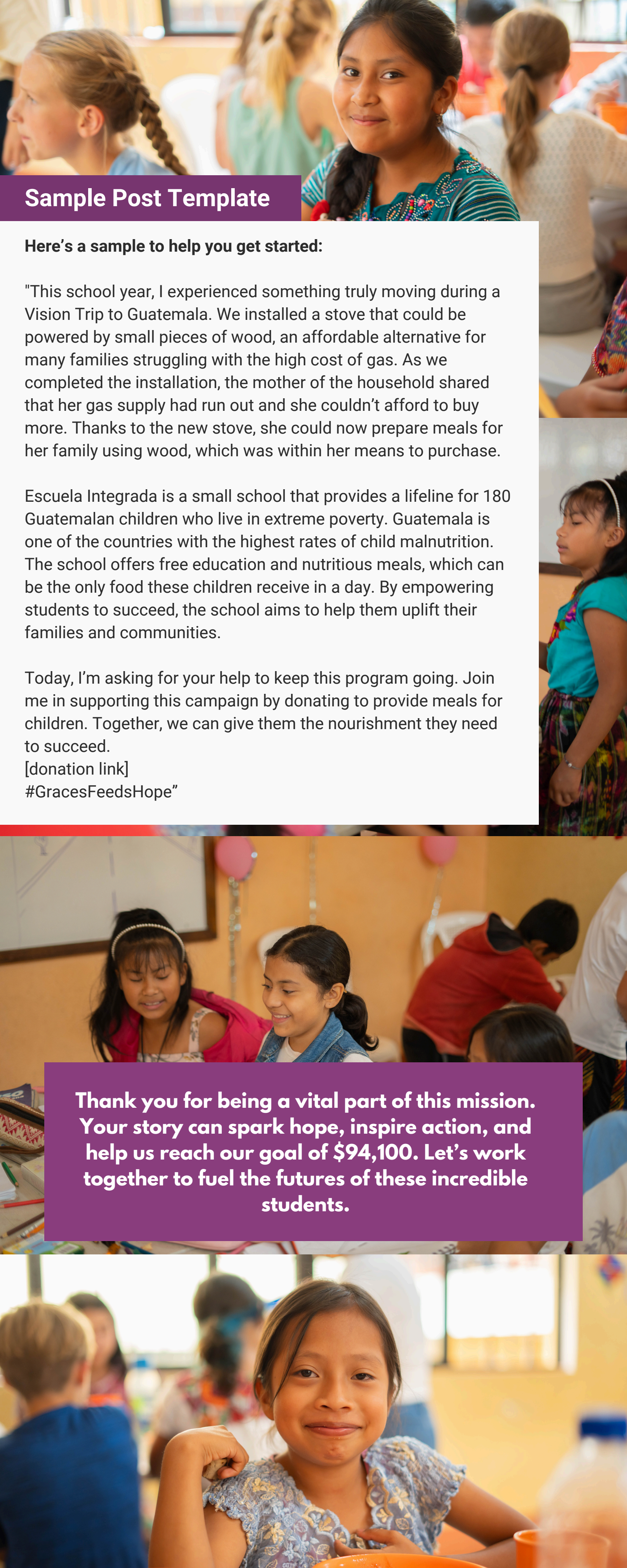
Step 2: Craft Your Post

You can use this structure to guide your writing:

1. **Begin with a personal connection:** Start with a heartfelt memory or the reason you're passionate about this cause.
2. **Share the impact:** Highlight an example of how Escuela Integrada or the GRACES' meal program has transformed lives.
3. **Call to action:** Invite your audience to join you in supporting the campaign by donating or sharing the post.
4. **Include facts:** Feel free to copy and paste "Escuela Integrada is a small school that provides a lifeline for 18068 Guatemalan children living in extreme poverty. Guatemala is one of the countries with the highest rates of child malnutrition. The school offers free education and nutritious meals, which is often the only food these children receive in a day. By empowering students to succeed, the school aims to help them uplift their families and communities."
5. **Use a campaign hashtag:** Include our official hashtag for this campaign, #GracesFeedsHope, to amplify your post and connect it to the larger effort.

Tips for Writing an Impactful Post

- **Be authentic:** Share your emotions and personal insights.
- **Keep it concise:** Aim for 150-300 words to hold attention.
- **Use visuals:** Pair your story with a meaningful photo, such as a moment with a student, a snapshot of a school meal, or a smiling group of kids.
- **End with gratitude:** Thank your audience for taking the time to read and for any support they can provide.



Sample Post Template

Here’s a sample to help you get started:

"This school year, I experienced something truly moving during a Vision Trip to Guatemala. We installed a stove that could be powered by small pieces of wood, an affordable alternative for many families struggling with the high cost of gas. As we completed the installation, the mother of the household shared that her gas supply had run out and she couldn’t afford to buy more. Thanks to the new stove, she could now prepare meals for her family using wood, which was within her means to purchase.

Escuela Integrada is a small school that provides a lifeline for 180 Guatemalan children who live in extreme poverty. Guatemala is one of the countries with the highest rates of child malnutrition. The school offers free education and nutritious meals, which can be the only food these children receive in a day. By empowering students to succeed, the school aims to help them uplift their families and communities.

Today, I’m asking for your help to keep this program going. Join me in supporting this campaign by donating to provide meals for children. Together, we can give them the nourishment they need to succeed.

[donation link]
#GracesFeedsHope”

Thank you for being a vital part of this mission. Your story can spark hope, inspire action, and help us reach our goal of \$94,100. Let’s work together to fuel the futures of these incredible students.























