



## NWA WIC 50th Anniversary Giving Campaign Toolkit

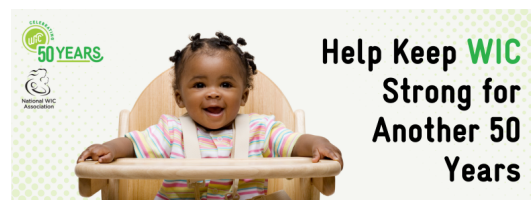
Join NWA in celebrating WIC's 50th Anniversary in 2024 through our Giving Campaign. From Giving Tuesday to end-of-year contributions, social media interactions, and personal outreach, we're on a mission to raise funds and amplify awareness about WIC's crucial role in providing health and nutrition support. This toolkit includes instructions on starting a Facebook fundraiser, sample social media posts, graphics, and model email copy to share with your loved ones. We invite all NWA members to spread the word and contribute to our cause. Together, let's strengthen WIC for the next 50 years!

### How to start a Facebook fundraiser

1. Login to Facebook on a computer.
2. Scroll to the bottom of the left sidebar menu.
3. Click "See more."
4. Click Fundraisers.
5. Click Select Nonprofit.
6. Choose National WIC Association.
7. Give your fundraiser a goal, goal date, and description. (Find sample description language below.)
8. Add a cover image (Find our sample cover image in the graphics download folder below)
9. Click Create.

### Graphics

[CLICK HERE DOWNLOAD ALL GRAPHICS](#)



## **Model Social Media Language**

### **Model social media post 1:**

As a WIC provider, I stand with the National WIC Association in their vital mission. WIC serves nearly 7 million low-income pregnant women, new mothers, babies, and young children across more than 12,000 communities. They provide crucial access to nutritious foods, valuable nutrition education, breastfeeding support, and referrals to essential health and social services.

Let's come together to make a difference for families in need. Visit <https://DonorBox.org/wic50th> to show your support!

### **Model social media post 2:**

Your support for WIC brings about remarkable benefits: reduced healthcare costs, healthier pregnancies, improved maternal well-being, lower rates of premature births and infant mortality, higher rates of breastfeeding initiation, better dietary outcomes for infants and children, decreased toddler obesity, and enhanced cognitive development for children.

This holiday season, let's come together to make a meaningful impact in the lives of WIC families. Consider giving the gift of support to the National WIC Association at <https://DonorBox.org/wic50th>

### **Model social media post 3:**

This year, as WIC celebrates its 50<sup>th</sup> anniversary, please consider a special 50<sup>th</sup> anniversary gift to the National WIC Association. NWA provides a way for me and other WIC providers to ensure the WIC program stays strong, funded, and responsive to the needs of participating families. To support low-income families, visit <https://DonorBox.org/wic50th>

### **Model social media post 4:**

WIC is turning 50 in 2024! Join us in commemorating WIC's remarkable achievements in nutrition, maternal and child health, and breastfeeding. To secure a bright future for WIC, please visit <https://DonorBox.org/wic50th>

## **Model Email Language**

### **Model Email to Friends/Colleagues/Family**

Subject line: Help Us Help Moms and Kids

Dear Friends & Family,

As you know, I work with WIC. This year, as WIC celebrates its 50<sup>th</sup> anniversary, I'm reaching out to see if you might include the key group that supports WIC, the National WIC Association, in [your holiday giving](#). NWA provides a way for me and other WIC providers to ensure WIC stays strong, funded, and responsive to the needs of participating families.

Together, WIC professionals serve almost seven million low-income, pregnant women, new mothers, babies, and young children in over 12,000 communities and 89 states, territories, and Indian Tribal Organizations (ITOs). WIC makes such a difference in families' lives. It provides access to healthy foods, nutrition education, breastfeeding support, and referrals to health and social services.

The care and services that my colleagues and I provide through WIC result in healthcare cost savings; longer, safer pregnancies; enhanced maternal health; fewer premature births and infant deaths; increased breastfeeding initiation; improved dietary outcomes for infants and children; reduced obesity in toddlers; and improved cognitive development for children.

Please join us in celebrating WIC's past successes and ensure its future by visiting <https://DonorBox.org/wic50th> or [visit our Facebook fundraiser](#). Thank you for considering this cause that is so near and dear to me and supporting the health and well-being of low-income families.

Wishing you a happy holiday season,