

Year End Multichannel Social Media Copy

Post – Email 1:

As 2022 draws to a close, [CLIENT] is committed to ensuring all our neighbors have access to quality healthcare. **Make a gift by midnight on 12/31, and it will be matched up to \$100,000 to help make this goal a reality—this holiday season and beyond. Thank you!**

Post – Email 2:

A quarter of all families living in New York City’s shelter system receive their care at [CLIENT]. **Make a gift before midnight on 12/31, and it will be doubled up to \$100,000 to help us provide our neighbors with unrestricted access to healthcare in 2023 and beyond.**

Post – Email 3:

In 2023, [CLIENT] is committed to supporting all of our New York City neighbors on their paths to stability. **Please, make a gift by midnight on 12/31, and it will be doubled up to \$100,000 to help us work toward this goal in the year ahead. Thank you.**

Post – Email 4:

Everyone deserves to do more than just survive, especially during the holidays. **Make a matching gift by midnight on 12/31 to help [CLIENT] ensure all New York City families have access to the healthcare and life-affirming services they need—and want—in 2023.**

Post – Email 5:

The last day of the year is here—and so is [CLIENT]’s matching gift **deadline!** **Make a gift before midnight, and it will be matched, dollar-for-dollar, up to \$100,000 to give families in New York City the resources they need to achieve stability in 2023 and beyond.**

Post – Email 6:

There are only **A FEW HOURS** left to make a matching gift to [CLIENT]! **Please, make your most generous gift before midnight,** and it will be **doubled up to \$100,000** to support New York City families on their paths to self-sufficiency in 2023 and beyond. Thank you!