

#RaisingTogether Toolkit

You can join in! No one has had a harder year than parents. But you can help us recognize those who could use some encouragement and a much-needed break. Spread our message of #RaisingTogether and pledge to do something special for a parent in need.

Here are some simple ways that you can start participating:

Amplify the Message.

On Facebook, Twitter, and Instagram please use our #RaisingTogether hashtag to join in and amplify the conversation.

Recognize and Encourage Parents.

Know someone who has helped out parents by dropping off a meal? Or read bedtime stories to their kids so they could get a quick break? Or know a parent who has gone above and beyond to support their child through the last year?

We know there is never enough time in the day for parents, so anything someone did to give them back a little bit of their time is worth celebrating.

Sample:

David went out of his way to cook a meal for his neighbors a couple of times a month as they adjusted to life with a newborn. He knows that when you lift a parent, you raise a child. #RaisingTogether

Pledge to make a difference this April. Use these sample social media messages to show your support.

1. This April, I'm committed to lifting a parent to help raise a child. I know that it takes a village to raise a child, and that's why I'll be joining the mission of #RaisingTogether.
2. I know that by committing to #RaisingTogether, I'm making a promise to build the more equitable future that our children deserve.
3. This April I'm joining the mission of #RaisingTogether. It's simple: by helping to lift a parent, you are contributing to raising a child. Will you join us in #RaisingTogether?
4. This April, I commit to lifting up a parent raising a child. @David I'll be sending support your way. It takes all of us #RaisingTogether.

