



Social Media Kit for DFRO 2025

Overview

Thank you for helping spread the word about Double the Relief. Double the Hope. This special campaign is an opportunity for your church and community to make an even greater impact for families affected by disasters, conflict, and famine worldwide. Throughout the month of May, every gift is matched, meaning your church, community, school and followers can provide twice the food, twice the clean water, and relief to those in crisis.

What's in This Kit?

- ▶ The #hashtags we're using during the DFRO Campaign to connect as a community and see your posts!
- ▶ Prewritten social media post—Ready to share on Facebook, Instagram, Twitter & LinkedIn.
- ▶ Donation links—Here is where you and your church, community, friends and followers can go to donate!
- ▶ Inspiring videos—Story-based, moving content to inspire action.

Use these resources to raise awareness and encourage giving in your church community.

Donation Link: ADRA.org/Offering

Link to Download Videos:

Disaster Relief Video: ADRA.org/DisasterReliefVideo

Story of Ukrainian Boy fleeing Russian invasion:

ADRA.org/SolomonStoryVideo

Hashtags:

#respondwithlove #ADRAresponds
#emergencyresponse #disasterrelief

General Posts:

Post 1:

"I was hungry and you gave me something to eat."—Matthew 25:35

Throughout the month of May, we can Double the Relief. Double the Hope. Thanks to a special \$1=\$2 match, every gift goes twice as far to help families in crisis.

Give now: ADRA.org/Offering

#respondwithlove #ADRAresponds
#emergencyresponse #disasterrelief

Post 2: For Sabbath, May 10

"I was thirsty and you gave me something to drink."—Matthew 25:35

Right now, our gift is matched to provide twice the food, water & shelter for those in urgent need. Give this Sabbath, May 10, and make double the impact!

Donate today: ADRA.org/Offering

#respondwithlove #ADRAresponds
#emergencyresponse #disasterrelief

Post 3: Caption for Disaster Relief Video

Video Link: ADRA.org/DisasterReliefVideo

ADRA is on the ground providing food, clean water, and emergency relief to families in crisis.

For just \$15, we can provide an Emergency Kit with life-saving essentials—and thanks to Double the Relief. Double the Hope., every donation is matched to help even more people.

Give today and make double the impact:

ADRA.org/Offering

#respondwithlove #ADRAresponds
#emergencyresponse #disasterrelief

Post 4: Caption for Ukraine Video

Video Link: ADRA.org/SolomonStoryVideo

"We lost everything."—Solomon, Ukraine

When Solomon's family was forced to flee Ukraine, ADRA was there with food, shelter & hope. We can help families in crisis even more today. This May, every dollar we give will be matched—giving double the relief and double the hope.

Give now: ADRA.org/Offering

#respondwithlove #ADRAresponds
#emergencyresponse #disasterrelief

Post 5: Caption for Ukraine Video

Video Link: ADRA.org/SolomonStoryVideo

Hope in the hardest times. Solomon's family fled war with nothing. ADRA provided food, shelter & support—because of people like us.

Throughout the month of May, our generous donation will be matched. Today we can Double the Relief. Double the Hope.

Donate today: ADRA.org/Offering

#respondwithlove #ADRAresponds
#emergencyresponse #disasterrelief

Post 6: Encouraging Members to Get Involved

When disaster strikes, families lose everything—homes, food, security. But together, we can be a light in their darkest moments.

This year, your gift to ADRA's disaster relief efforts goes twice as far! Thanks to a special \$1=\$2 match, every dollar you give brings double the food, water, and shelter to those in crisis.

Let's stand together as **a church family** and be the hands and feet of Jesus. Give today and bring hope to those who need it most.

Donate now: ADRA.org/Offering

#respondwithlove #ADRAresponds
#emergencyresponse #disasterrelief