



Changing Tides Day (November 17) Social Media Toolkit

Changing Tides Day: Links to Marketing Assets / Channels

CTD Social Assets CTD Video Youtube CTD Blog CTF Instagram CTF YouTube CTF Facebook CTF Website	Changing Tides Day Event/Donation Link: https://www.mightycause.com/event/ctd2023	Tags: #DearYou #ChangingTidesDay #November17 #ChangingTidesFoundation #FemaleEmpowerment #AdventureConsciously #TogetherWeAreBetter #ChangingTidesDay2023 #YearEndGiving
---	--	---

Changing Tides Day is a digital outreach and fundraising campaign where brands, advocates, community members and volunteers who are passionate about our work, share what they love about CTF and why it's important to donate to support our work. The funds raised will ensure we can continue our work and to grow our programs in 2024. This is our third annual activation and our goal is to raise **\$40,000** but we need your help! Thanks to our amazing friends at [Jungmaven](#), all donations made on Changing Tides Day will be doubled up to **\$5,000!!**

This year's Changing Tides Day campaign theme is: **'DEAR YOU.'** It's a letter to the world from the perspective of Mother Earth's Keeper. The goal is to inspire change today before it's too late. One easy way to help besides donating is to make a social media post using prompts and images from our [social media toolkit](#) to let your community know what makes you passionately support our mission! When you're posting on November 17, we want to hear why you are passionate about the work that we do. Feel free to write or narrate your own 'DEAR YOU' letter to your audience, you can draw inspiration from this year's [#DearYou Video](#) by @brookeraines_. The reel format of this video is linked in the CTD Social Assets folder above.

CTD Post Sample 1- #DearYou: *Today, November 17 is #ChangingTidesDay!! A day to celebrate the work being done by @ChangingTidesFoundation to protect the planet, empower women and promote inclusivity in the ocean and beyond. This year, the theme is #DearYou; a note to the future generation of earth lovers to inspire a brighter future for our planet, starting now. If there was one thing I could tell my future self, it would be Dear You: _____ . One action I will be taking today that you can take too is to donate to @ChangingTidesFoundation to support the amazing work they are doing and contribute to bettering the planet and supporting every voice! I encourage you to visit the [LINK IN MY BIO](#) and donate today and thanks to @jungmaven, you can double your dollar up to \$5,000 today! That means \$25 becomes \$50!*

Share this post and to spread the word and celebrate #ChangingTidesDay! #DearYou
#ChangingTidesFoundation #FemaleEmpowerment #ProtectWhatYouLove

CTD Post Sample 2- Protect the Planet: Today, I stand with @ChangingTidesFoundation on #ChangingTidesDay, not just as a supporter but as someone who deeply cares about the legacy we're leaving for the next generation. 🌍 Their mission to empower women and shield our planet is a narrative I proudly align with. It's about fostering a community where every voice counts, and every action reverberates through time. 🌊 The funds raised today will fuel a string of impactful programs in 2024, broadening the horizon of what we can achieve together. I invite you to be part of this awesome cause - let's pool our resources, share the word, and make a tangible difference. Your donation can be the ripple that creates waves of change. 🌱 Check out the LINK IN MY BIO to donate and learn more. Thanks to @jungmaven, you can double your dollar up to \$5,000 today! That means your \$25 becomes \$50! Your support is a step towards a brighter and more inclusive future. 💙 #DearYou #ChangingTidesFoundation #FemaleEmpowerment #ProtectWhatYouLove

CTD Post -If you created your own CTD fundraiser: Today is #ChangingTidesDay 11/17 and I am asking for your support in my fundraiser to continue the work of @changingtidesfoundation in 2024. I'm changing tides because _____. This cause is important to me because their mission is to empower women to protect the planet and promote inclusivity in the ocean and beyond, both issues which are near and dear to my heart. The team and Changing Tides Foundation have inspired me to explore ways in which I can be more kind to the planet and the importance of the female voice in this space and they're educating young girls on the importance of preserving our playgrounds through their love for the ocean. Please visit the LINK IN MY BIO and support this cause today and thanks to @jungmaven all donations made today will be matched up to \$5,000! That means \$25 becomes \$50!

#DearYou #ChangingTidesFoundation #FemaleEmpowerment #ProtectWhatYouLove

LINK TO MAIN DONATION PAGE/TO CREATE PERSONAL FUNDRAISING PAGE:

<https://www.mightycause.com/event/Ctd2023>

How to create your own Changing Tides Day Fundraiser on Mighty Cause:

1. Click the link: <https://www.mightycause.com/event/Ctd2023>
2. Click "Join this Event"
3. Sign up via Google, Facebook, or email (if needed)
4. Click "Start a Fundraiser"
5. "Build Your Fundraiser"
6. Follow the prompts & instructions using the menu, settings and tools.
7. PUBLISH and share your unique link

Other suggestions:

-Write a "Dear You" letter from your future self. What actions can you take today to inspire a brighter future?

-In your own words, write what CTF means to you & why you choose to support the work done at CTF and state. Think of answering the question 'This is why I'm changing tides'

-What does being a woman mean to you? How do you feel empowering women helps make the world a better place?

-Why is it important to educate yourself on environmental issues?-As a surfer, why do you feel it is your responsibility to protect the ocean & the planet & organizations working to do the same?