

Help Draw Others In: Be a Social Magnet for The Big Leap Campaign



Help Others Take a Big Leap Forward



A special 29-day Leap Year campaign to help kids and families take big leaps forward for better futures for themselves and the community.



What's involved in being a Big Leap Social Supporter?

- At least 2-3 times during the campaign's 29-day window, Feb 1 - 29, snap a picture or take a personal video of a dramatic, fun or viral-worthy leap. Share it to your Facebook and/or Instagram page and tag Heart of Indiana United Way and mention The Big Leap campaign.
- After your friends and followers see two or three photos, they'll be anxious to know the story behind the photos, and you can use that curiosity to invite them to give.
- Every time someone Likes/Hearts/Favorites your post, send them a direct message and ask them to make a donation to The Big Leap.

(Sample posts and messages on back side)

Want to make a bigger social splash?

Consider creating your own **BIG LEAP** that others can make donations in honor of and support the campaign in the process. Could be jumping into a pool, doing a leapfrog race, leaping from a plane or even attempting the longest leap in a kangaroo costume. The choice is yours.

Learn more about The Big Leap

at heartofindiana.org/bigleap

Up for being a Big Leap Social Supporter?

- Let us know so we can be sure to share your posts and support you along the way
- We'll also send you the campaign logo and donation link
- Contact Holly Juip at 765-896-5900 or hjuip@heartofindiana.org



Heart of Indiana
United Way

Sample posts that you can use if you want.



1. Post with a Jumping Photo or video:

[Include an engaging photo or video of someone mid-jump.]

Sample #1

Taking a leap for a cause that matters! Join me in supporting @HeartOfIndianaUW's Big Leap campaign, where every donation helps kids, adults, and families make big steps in education and financial stability. Let's make a big impact together! Give at www.heartofindianaunitedway.org/thebigleap #TheBigLeap #GiveForChange #MakeADifference

Sample #2

Taking a leap for a cause that I believe in! Join me in supporting @HeartofIndianaUW's The Big Leap campaign—where every jump counts towards brighter futures for kids and families. Let's make waves of positive change together! Give at www.heartofindianaunitedway.org/thebigleap #JumpForChange #TheBigLeap #CommunityImpact

Sample #3

Challenge accepted! I'm taking a leap to support @HeartofIndianaUW's The Big Leap campaign. Tag someone below and challenge them to do the same with @Heart of Indiana United Way—let's create a cascade of leaps for a cause! #LeapChallenge #JoinTheMovement #BeTheChange Give at www.heartofindianaunitedway.org/thebigleap

Sample #4

Take a leap with me! Your support for @HeartofIndianaUW's The Big Leap campaign can help kids, adults and families to make big leaps toward a better future. Donate, share, and let's empower others to leap towards their dreams. Give at www.heartofindianaunitedway.org/thebigleap #SupportChange #MakeADifference #TheBigLeap

Sample #5 (for a Monday)

Leaping into the week like... Join me in supporting @HeartofIndianaUW's The Big Leap campaign and let's spread the joy of making a difference! Give at www.heartofindianaunitedway.org/thebigleap #MondayMotivation #JumpIntoAction #TheBigLeap

2. Video of Personal Message:

[Include a short video of yourself expressing enthusiasm about the cause.]

Hey friends! I just supporting @HeartofIndianaUW's Big Leap campaign, helping kids and families take giant steps toward brighter futures. Join me in making a difference. Check out the link and let's create a ripple of positive change! Give at www.heartofindianaunitedway.org/thebigleap #SocialAdvocate #DonateForGood #TogetherWeLeap