

**PayPal** Giving Fund

# One Tap, Big Impact

**2022 Social media toolkit**

**#OneTapBigImpact2022**



# Social media Assets

## Instagram\_1080x1080



One Tap Big Impact Instagram image option 1.jpg



One Tap Big Impact Instagram image option 2.jpg

## Twitter\_1024x512



One Tap Big Impact Twitter image option 1.jpg



One Tap Big Impact Twitter image option 2.jpg

## Facebook\_600x600



One Tap Big Impact Facebook image option 1.jpg



One Tap Big Impact Facebook image option 2.jpg

## LinkedIn\_1200x628

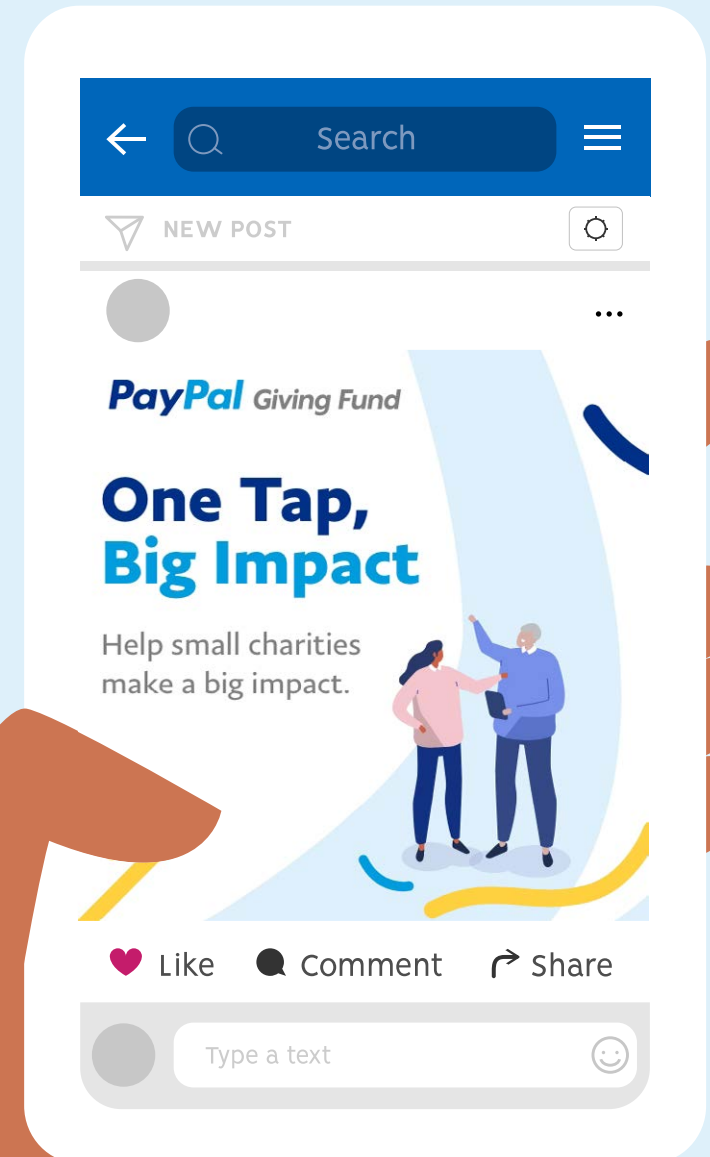


One Tap Big Impact LinkedIn image option 1.jpg



One Tap Big Impact LinkedIn image option 2.jpg

# #OneTapBigImpact2022



# Social media posts

- We need your help now more than ever! Select us as your favourite charity and we could be featured on Give at Checkout with PayPal and receive up to £125,000 in matched donations across the featured charities with PayPal Giving Fund. You can vote by visiting <https://bit.ly/3mSnMid>. #OneTapBigImpact2022 T&Cs apply.
- Help us continue to make an impact. Select us as your favourite charity and we could receive up to £125,000 in matched donations across the featured charities with PayPal Giving Fund. You can vote by visiting <https://bit.ly/3mSnMid>. #OneTapBigImpact2022 T&Cs apply.
- It's easy to support (Your charity name). Choose us as your favourite charity and we could receive up to £125,000 in matched donations across the featured charities with PayPal Giving Fund. You can vote by visiting <https://bit.ly/3mSnMid>. #OneTapBigImpact2022 T&Cs apply.
- You can make a difference to (Your charity name) by simply voting for us as your favourite charity through PayPal Giving Fund's One Tap Big Impact campaign. Vote here and we could receive up to £125,000 in matched donations across the featured charities with PayPal Giving Fund. #OneTapBigImpact2022 T&Cs apply.

# Email copy

Dear (contact name),

(Your charity name) has been working hard to support those who needs us the most.

The demand for our services is high and as a small charity we've been facing challenges to meet this.

PayPal Giving Fund UK is running a campaign to support small charities like us, and we could receive some extra funding.\*

All you have to do is visit <https://bit.ly/3mSnMid> and select us as your highest ranked charity and we could receive up to £125,000 in matched donations across the featured charities with PayPal Giving Fund.

You can also help by setting (Your charity name) as a favourite with PayPal. This means that when you shop online and checkout with PayPal with you can choose to donate £1 to us.

Simply log into your PayPal account and visit <https://www.paypal.com/fundraiser/set-favorite-charity> and click the heart to set as your favourite.

This summer, help us make a big impact.

Regards

(Your charity name)

\*[Terms and conditions apply](#). Start date: 16 June 2022. Voting is open until the 30th of June 2022. Top four selected charities notified by 15 July 2022.



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