I Know Someone Campaign

Hosted by The Compassionate Friends
Social Media Toolkit

HELP US SPREAD THE WORD

If you're here, chances are you know someone who has experienced the unimaginable loss of a child, sibling, or grandchild.

The *I Know Someone* campaign helps grieving families discover The Compassionate Friends – a community of understanding, connection, and support.

A donation to TCF helps sustain the resources and programs that support grieving families and ensures more people can find TCF when they need it most.

Use this toolkit to spread the word and encourage others to give.

Visit compassionatefriends.org/knowsomeone to learn more.

We all know someone. Let's make sure they know about TCF.

HOW TO SHARE

Download a graphic.

- Visit the *I Know Someone* Toolkit website and download the graphic you'd like to share.
- Desktop: Right-click the image and select Save Image, or drag the image onto your
- desktop.
- Mobile: Press and hold the image and select Download Image or Save to Photos.

Choose your social platform.

- Log in to your Facebook, Instagram, LinkedIn, or X account.

Choose a message.

- Copy and paste one of the sample messages below—or make it personal and tell people why the mission of TCF matters to you.

Add your graphic.

- Upload your saved campaign graphic to accompany your post.

Tag & hashtag.

When appropriate, tag The Compassionate Friends (handles for all platforms included below) and use:

#IKnowSomeone

Be sure to include the campaign website:
compassionatefriends.org/knowsomeone

Share & encourage others to share.

Post your message and encourage your friends, family, colleagues, and community to share it, too.

One share could help someone find the support they need.

SAMPLE SOCIAL MEDIA MESSAGES

Sample Message 1

There's a good chance someone in each of our lives is grieving the death of a child, sibling, or grandchild.

You may know their story. You may simply know they're carrying a loss that changed everything.

This month, I'm proud to support *I Know Someone* campaign hosted by The Compassionate Friends by making a donation to help grieving families find the understanding, connection, and support they deserve.

You can give too! Each gift helps TCF reach more families through its online community and more than 400 volunteer-led chapters across all 50 states, Washington, D.C., and Puerto Rico.

I know someone. Chances are, you do, too. Together, we can help ensure that when someone needs TCF, they can find it.

Join me in supporting grieving families by making a donation at compassionatefriends.org/knowsomeone. You'll also find resources there to help spread the word to the people in your life.

#IKnowSomeone

Sample Message 2

For more than 50 years, The Compassionate Friends has been a source of hope and understanding for families grieving the death of a child, sibling, or grandchild.

Today, TCF's network of more than 400 chapters and peer-to-peer communities helps grieving families find others who understand what they're going through.

This month, the *I Know Someone* campaign is about making sure that those who need TCF know that this community exists.

Because sometimes the most meaningful thing we can do is simply help someone find a place where they don't have to grieve alone.

Do you know someone who could use TCF? Share compassionatefriends.org with them.

#IKnowSomeone

Sample Message 3

I know someone grieving an unimaginable loss.

Chances are, you do too.

The Compassionate Friends offers support, understanding, and connection to families grieving the death of a child, sibling, or grandchild.

This month, I'm helping to spread the word so the people I know can find the people who understand.

We all know someone. Let's make sure they know about TCF. Visit compassionatefriends.org for more.

#IKnowSomeone

Sample Message 4

I just made a donation to The Compassionate Friends because I know someone grieving an unimaginable loss.

The Compassionate Friends offers support, understanding, and connection to families grieving the death of a child, sibling, or grandchild.

I'm helping to spread the word and encouraging my network to donate to TCF.

We all know someone. Let's make sure they know about TCF and get the continued support that they need. Visit compassionatefriends.org/knowsomeone to donate now!

#IKnowSomeone

MAKE IT PERSONAL

Your own story can be one of the most powerful ways to help someone discover TCF.

Consider sharing:

- Who is your “someone”?
- How did you come to know about TCF?
- What does TCF mean to you or someone you care about?
- Why is it important for grieving families to know that this community exists?
- Why did you donate?

You don’t have to have all the right words.

Just help someone find the people who understand.

SOCIAL MEDIA HANDLES

Facebook: @TCFUSA

Instagram: @thecompassionatefriends

X: @tcfofusa

LinkedIn: @The Compassionate Friends

NEED HELP?

Questions about sharing the campaign or using the resources?

Reach out to support@compassionatefriends.org.