



More Coats. More Smiles.

Social Media Sharing Toolkit for our New Coat Program

Intro: As another year of our new coat program gets underway, we encourage you to make the most of your donation! Be sure to take pictures when picking up or delivering your coats for your own social media platforms. Not doing a pick-up or delivery because you gave to the general fund? Then stage a picture with your employees gathered around the marketing materials we delivered to you. Any picture is a good picture when it shows how you are *More Than Auto Dealers!* Don't forget to tag us and make sure to follow our channels below.

Auto Dealers Caring for Kids Foundation Official Social Media Channels

Channel	Social Handle	URL
Facebook	@AutoDealersCaringForKids	https://www.facebook.com/autodealerscaringforkids
Instagram	@AutoDealersCaringForKids	https://www.instagram.com/autodealerscaringforkids
Twitter	@AutoDealersCFKF	https://twitter.com/AutoDealersCFKF

Hashtags

- #CaringForKids
- #MoreCoatsMoreSmiles
- #MoreThanAutoDealers

Continued Giving

Do you want to encourage others to give? Members of the public are invited to fund a new coat for a local child in need by texting COAT to 44321 or visiting MoreThanAutoDealers.com. Remember, a donation of just \$20.00 funds a brand-new coat. Feel free to add this language to your posts!



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