



*Give. Grow. Empower.*

# Place of Grace Community Campaign Social Media Toolkit for Churches

---

FURNITURE MISSION OF SOUTH DAKOTA



FURNITURE  
MISSION

Making Houses Into Homes

## About the Furniture Mission of South Dakota

- Our Mission is to demonstrate the love of Christ by providing those in need with gently used furniture and household items.
- We are a mission working closely with other ministries and agencies who refer individuals and families to us.
- We are a mission comprised of mostly volunteers who carry out the day-to-day operations of pick-up/delivery, necessary cleaning/repair, warehouse organization, and clerical work.
- We are a mission with a Board of Directors who volunteer their time and expertise to assure the mission stays true to its calling to be an effective, efficient, and accountable organization.
- We are a mission of ministry. Each household receiving furniture also receives a copy of the Holy Bible along with information about study groups and an invitation to attend.
- We are a mission that serves Christ. We are blessed by a very loving Lord and if we can serve Him by serving others than we are doing His will and we will be blessed many times over.

### Did you know?

Each person who receives furniture is referred by a social service agency, school, church, or hospital. Prequalifying assures we are serving those truly in need.

## Community Appeals

- The Sioux Falls Chamber of Commerce Community Appeals Committee qualifies and provides orderly scheduling of capital fund drives to the business community. By vetting capital fund drives, the objective of Community Appeals is to affirm the project is a sound community investment and worthy of donor considerations.
- The Furniture Mission of South Dakota has been selected as a worthy Community Appeals fund drive. The capital campaign is scheduled for April 1, 2022-July 31, 2022.
- The funds raised through the capital campaign, branded as the Place of Grace Community Campaign, will be utilized for a new building as part of the Empower Campus.
- We also are raising funds specifically from churches before kicking off the capital campaign. This campaign is September 1, 2021-April 1, 2022.

## We Need Your Help!

In preparation for September 1, 2021, the Furniture Mission needs your help. We need advocates like you to help amplify our message throughout the Sioux Empire. Using social media, we can help build brand awareness around our cause and ensure our campaign is a success.

## Ambassador Responsibilities

We are counting on you to help strengthen the Furniture Mission brand. Here is a checklist of ways you can help right now:

- Look through this social media toolkit in its entirety.
- Follow the Furniture Mission of South Dakota on Facebook.
- Add our Place of Grace Community Campaign for Churches fund drive to your calendar (September 1, 2021-April 1, 2022).

Once the campaign kicks off on September 1, 2021 (don't worry, we will email you reminders!), you are invited to utilize our social media toolkit for churches. Within the following pages, you'll find image assets, messaging, a posting schedule, and more. Plus, we are detailing specific ways your church can get deeper involved.

## The Social Media Toolkit for Churches

### 1. Our Hashtag - #PlaceOfGrace

When posting about the Furniture Mission's Place of Grace Community Campaign, please include the following hashtag: #PlaceOfGrace

The hashtag serves as a way for us to track what's being shared on social media.

### 2. Image Assets

Below you will find examples of the image assets we have prepared for your use during our Place of Grace Community Campaign. [You can download all the assets detailed below at https://bit.ly/PoG-Social-Media-Toolkit](https://bit.ly/PoG-Social-Media-Toolkit)

Facebook:

- Cover photo image



- Images/graphics to utilize when constructing a post



Twitter:

- Cover photo image

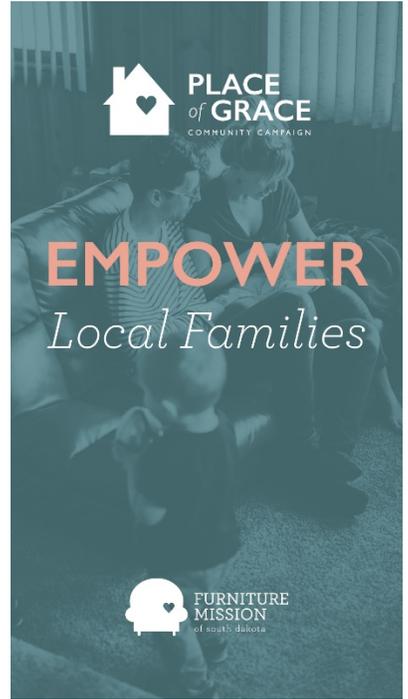


- Images/graphics to utilize when constructing a post



Instagram:

- Instagram story images/graphics



Downloadable flyer:

- Print off the flyer and hand-write why you support the Furniture Mission. From there, take a picture with your flyer and post on social media. Be sure to tag the Furniture Mission and use our hashtag #PlaceOfGrace.



**PLACE**  
*of* **GRACE**  
COMMUNITY CAMPAIGN

**I Support the Furniture Mission**  
*because...*

### 3. Posting Schedule, Action Steps & Messaging

While you have autonomy to use our image assets, include soundbites of your own, and post when you like, we are providing a helpful schedule in case you need assistance getting started.

Date	Action Step	Message
September 1, 2021	<p>Update your Facebook cover photo to the image provided in this toolkit.</p> <p>Update your Twitter cover photo to the image provided in this toolkit.</p>	<p>Join me in supporting the Furniture Mission’s Place of Grace Community Campaign! Learn more about their new building and how you can get involved: <a href="https://bit.ly/PlaceOfGrace">https://bit.ly/PlaceOfGrace</a></p>
September 22, 2021	<p>Create a post on Facebook, Twitter, and/or Instagram Stories, and include the “Empower local families” image asset.</p>	<p>Did you know the Furniture Mission has helped nearly 700 clients in 2021 already? Their impact on our local community is great, which is why I’m so excited to support their Place of Grace Community Campaign. Learn more about their new building and how you can get involved: <a href="https://bit.ly/PlaceOfGrace">https://bit.ly/PlaceOfGrace</a></p>
October 13, 2021	<p>Download and print the customizable flyer included in this toolkit. Hand-write why you support the Furniture Mission and take an image with your flyer. Post the picture on Facebook, Twitter, and/or Instagram.</p> <p>Additionally, use the “Top 3 reasons I support the Furniture Mission” Instagram Stories template.</p>	<p>Share some of your own thoughts on why supporting the Furniture Mission’s Place of Grace Community Campaign is so important – your messaging points should align with what you wrote on your customizable flyer.</p>
November 3, 2021	<p>Create a post on Facebook, Twitter, and/or Instagram Stories, and include the “Help us build new opportunities” image asset.</p>	<p>Did you know the Furniture Mission is building a new facility to be located on the Empower Campus? Join me in helping them continue to serve our community and improve the quality the life of those in need: <a href="https://bit.ly/PlaceOfGrace">https://bit.ly/PlaceOfGrace</a></p>
December 7, 2021	<p>Create a post on Facebook, Twitter, and/or Instagram Stories, and include the “Donate today” image asset.</p>	<p>Looking for a worthy cause to support this Giving Tuesday? Consider donating to the Furniture Mission’s Place of Grace Community Campaign. They are raising funds to build a new facility – learn more and donate today: <a href="https://bit.ly/PlaceOfGrace">https://bit.ly/PlaceOfGrace</a></p>
January 11, 2022	<p>Create a post on Facebook, Twitter, and/or Instagram Stories, and include the “I</p>	<p>Did you resolve to volunteer more in 2022? One of my favorite organizations to support is the Furniture Mission. They are</p>

	support the Furniture Mission” image asset.	always on the lookout for volunteers or groups to help deliver furniture, clean/repair items, organize their inventory, and more. Learn more about getting involved: <a href="https://www.furnituremission.org/volunteer">https://www.furnituremission.org/volunteer</a>
February 1, 2022	Create a post on Facebook, Twitter, and/or Instagram Stories, and include the “Help us build new opportunities” image asset.	The Furniture Mission is currently raising funds for their Place of Grace Community Campaign to help them build a new facility within the Empower Campus. Learn how you can help today: <a href="https://bit.ly/PlaceOfGrace">https://bit.ly/PlaceOfGrace</a>
March 15, 2022	Share a post from the Furniture Mission’s Facebook page about our upcoming “Chairity Gala,” or share the event link.	I’m so excited to attend the Furniture Mission’s Chairity Gala on April 1, 2022. I can’t wait to browse one-of-a-kind furniture pieces, enjoy drinks and food, and mingle with friends, all while supporting a great cause. Get your tickets today!

**4. Getting Your Church Involved**

We totally get there are many moving parts to any church. Which is why we are detailing specific ways different groups within your organization can get involved quickly.

Youth Group Opportunities:

Looking for a service project for your youth group? We are always seeking volunteers to assist with furniture deliveries, cleaning and repairing furniture, warehouse organization, and more. Contact our team at (605) 977-6800, to schedule a volunteer event. Be sure to take photos of your volunteer group and share on social media with our campaign hashtag!

Outreach Opportunities:

Help us spread the word about our church campaign by including the below graphic in your church bulletin or on your slideshow screen. We have included in the online toolkit ads for the following sizes:

- 4x6
- 5x5
- 8x3
- 1920x1080



# PLACE *of* GRACE

COMMUNITY CAMPAIGN

*Give. Grow. Empower.*

**GIVE** to a cause with a history of supporting those in need

**GROW** an organization to continue serving our community

**EMPOWER** lives with furnished homes to improve quality of life

**New Building Coming Soon!**



FURNITURE  
MISSION  
of south dakota

General Opportunities:

Your entire congregation can help us spread our mission by simply following us on Facebook and sharing our campaign posts.