

PROSPERITY CAMPAIGN 2021

CRAFTING YOUR CONTENT SOCIAL MEDIA MESSAGING GUIDE

Campaign Dates: June 23 - July 6, 2021

Active Fundraising in stores: June 23 - July 6

Campaign Donation Page: This can be accessed via our website wholeplanetfoundation.org or directly through this shortened link: bit.ly/wpfprosperity21.

Campaign Tagline: Her business is essential.

Hashtags: #WholePlanet, #HerBusinessIsEssential

Campaign Goal: \$1.4 million to reach 45,000 additional people with opportunities to change their own lives.

Follow us and Tag Whole Planet Foundation Social Media Channels in posts:

Instagram: @WholePlanet

Facebook: @WholePlanetFoundation

CRAFTING YOUR OWN CONTENT

We recommend crafting your own content with your own authentic brand voice. **Please submit custom posts to WPF team by June 7 for review prior to launch of the campaign.** Please give us at least 3 days to review and approve your posts. Pre-written, pre-approved posts can be found in this document for you to use on your channels. The phrases below will help you write your own posts, should you choose to craft your own content for approval:

- Whole Planet Foundation funds microcredit to alleviate poverty around the globe
- [Microcredit clients](#) change their own lives
- Microcredit clients lift themselves and their families out of poverty
- A microcredit client of Whole Planet Foundation's partner in [Country]*

**Please note, microloan recipients are microcredit clients of Whole Planet Foundation's microfinance partners, not of Whole Planet Foundation.*

GRAPHIC DESIGN & MORE RESOURCES

We invite you to use our 2021 WPF Design Toolkit. To obtain access contact sandy.mariscal@wholefoods.com. Approved microcredit client stories and photographs can be found in the resources folder shared with you and will also be available on WPF's website after June 1. If you have a special request for content, please reach out.

HELPFUL LINKS

wholeplanetfoundation.org/who-we-support (microcredit client stories and photographs)

youtube.com/wholeplanet (Whole Planet Foundation videos)

wholeplanetfoundation.org/about/our-impact (our quarterly impact infographic)

bit.ly/wpfprosperity21 (Online donation page)

SOCIAL MEDIA: PRE-APPROVED POSTS

Questions? Ideas? Want to get creative? Contact olivia.hayden@wholefoods.com.

These pre-written posts can be used without further approval from WPF. Please be sure to replace anything in [brackets] with your brand-specific info or appropriate links/content. Please announce the launch of the Prosperity Campaign on June 23, and please post at least once a week during the Prosperity Campaign (June 23-July 6). You may use these posts or craft your own content based on the “Crafting Your Content” guidelines. WPF will designate a day to feature each brand on our channels during the campaign. If you are participating in our **#WPFProsperitySweepstakes**, please drive traffic to our WPF Facebook page.

PRE-APPROVED POST LANGUAGE*

To post on 6/23: Today’s the first day of the @wholeplanet Prosperity Campaign at @wholefoods! Join us to raise \$1.4 million to fund small loans for entrepreneurs living in poverty. [entrepreneur photo, wholeplanetfoundation.org] #HerBusinessIsEssential

To post on 6/24: Our brand is proud to support @wholeplanet with a [\$50K/\$100K] donation this year as we work together to alleviate global poverty where @wholefoods sources products. Learn more and get involved: wholeplanetfoundation.org [photo of your team or brand]

To post on 6/25: Want to create opportunity for people living in poverty so they can start or expand their own small essential business with a microloan? Donate to alleviate poverty here: #HerBusinessIsEssential [entrepreneur photo, wholeplanetfoundation.org]

To post any time between 6/23 - 7/6 during register fundraising: Did a cashier at @wholefoods ask you to donate to @wholeplanet today? Learn more about why we support poverty alleviation through @wholeplanet & get involved: [wholeplanetfoundation.org]

We’re proudly supporting this year’s Annual Prosperity Campaign with @wholeplanet and @wholefoods. Donate @wholefoods registers through 7/6 or online any time: [wholeplanetfoundation.org, photo of entrepreneur]

To post any time between 6/23 - 7/6:

- @WholePlanet funds microloans by partnering with pro-poor microfinance institutions around the globe. The average 1st microloan is \$174 and can help a woman support her family. #HerBusinessIsEssential [wholeplanetfoundation.org]
- Microcredit loans funded by @wholeplanet partners have an impressive 93% repayment rate & funds continue to revolve in the community as they are repaid. Help create prosperity by donating online today: [<https://bit.ly/wpfprosperity21>, entrepreneur photo, #HerBusinessIsEssential]
- We support @WholePlanet b/c we know small efforts can make big change to alleviate global poverty. wholeplanetfoundation.org/about/our-impact - #WholePlanet #HerBusinessIsEssential

How fast can you and your friends raise an average microloan of \$174 on Facebook? That \$174 could empower a microentrepreneur to create or expand her own small essential business. facebook.com/pg/wholeplanetfoundation/fundraisers/ [photo of entrepreneur or photo of your team/friends]

@WholePlanet-funded #microloans serve 89% women entrepreneurs & have a 93% repayment rate. [wholeplanetfoundation.org/about/our-impact](https://www.wholeplanetfoundation.org/about/our-impact) #HerBusinessIsEssential 100% of donations to @wholeplanet fund microcredit loans to alleviate poverty, as @wholefoods covers all operating costs for the foundation. [[wholeplanetfoundation.org](https://www.wholeplanetfoundation.org)] How do we create prosperity? By donating [\$50K/\$100K] this year to @wholeplanet to give opportunities to women who want to start their own small businesses but lack access to financial services. Learn more: www.wholeplanetfoundation.org [or your own blog/link]

PRE-APPROVED FACEBOOK POSTS*

To post on 6/23: Today we kick off the @wholeplanetfoundation Annual Prosperity Campaign in @wholefoods stores! Join us to help raise \$1.4 million to fund small essential businesses of entrepreneurs like [name] in [country] who are seeking opportunities to change their own lives through their own hard work: <http://bit.ly/WPFProsperity2021>. #HerBusinessIsEssential [entrepreneur photo]

To post in week 1 of the campaign

Her business is essential, so we're proud to support @wholeplanetfoundation with a [\$50K/\$100K] donation this year. Together, we're alleviating global poverty by empowering women entrepreneurs. Learn more and get involved during the Annual Prosperity Campaign in June: www.wholeplanetfoundation.org

Did a cashier at @wholefoods ask you to donate to @wholeplanet today? Learn more about their mission to alleviate global poverty through small loans to mostly woman in countries where @wholefoods sources products: www.wholeplanetfoundation.org

To post any time from 6/23 - 7/6:

Her business is essential. Microloans help entrepreneurs launch small essential businesses like food stands, cleaning businesses, at-home bakeries and flower shops, among many others! We're proud to contribute to @WholePlanetFoundation and help families around the globe lift themselves out of poverty – learn more at [wholeplanetfoundation.org](https://www.wholeplanetfoundation.org) [entrepreneur photo]

This year's Annual Prosperity Campaign aims to reach more people with the chance to change their own lives through their own hard work. Help us reach @wholeplanetfoundation's \$1.4 million goal by July 6 to fund essential small businesses.

We support @WholePlanetFoundation because access to small loans gives microentrepreneurs a chance to begin the journey out of poverty in the USA and 77 other countries. Here's a look at microlending in the United States with @GrameenAmerica: <https://www.youtube.com/watch?v=voXJMWzOCJk>

We support @WholePlanetFoundation because access to small loans gives microentrepreneurs a chance to begin the journey out of poverty in the USA and 77 other countries. Here's a look at microlending in the United States with @GrameenAmerica: <https://youtu.be/jvUx5jslQSI>

Want to give a woman living in poverty the opportunity to start her own small business? You can help her access a small loan to lift her family out of poverty. Donate or fundraise for @wholeplanetfoundation here: <http://www.wholeplanetfoundation.org>
#HerBusinessIsEssential [entrepreneur photo]

Microcredit is small loans, mostly made to women so they can start or expand a business. Help us fund opportunity for an entrepreneur like NAME in PLACE. #HerBusinessIsEssential

With often no collateral or credit history required, microloans offer microentrepreneurs a chance to gain financial independence. That's why we're helping raise money for @WholePlanetFoundation during the Annual Prosperity Campaign. Join us to raise \$1.4 million for microlending programs this month. #HerBusinessIsEssential.

PRE-APPROVED INSTAGRAM POSTS*

Her business can help lift herself and her family out of #poverty. You can help fund a microloan that will enable her to start or expand that small #business. We're proud to support #entrepreneurs like [name] in [place] with @wholeplanet. Help us support others by joining the Annual Prosperity Campaign to raise \$1.4 million for #microcredit.
#HerBusinessIsEssential #women #womenentrepreneurs #womeninbusiness [entrepreneur photo]

Zara is a client of @wholeplanet's micronance partner Yikri in Burkina Faso. She turned a small market table into a small shop. We're proud to support microbusiness owners like Zara, by donating [\$50K/\$100K] to @wholeplanet in 2021 so they work to lift themselves out of poverty. #women #womenentrepreneurs #womeninbusiness #HerBusinessIsEssential
[Photo of Zara]

We're proud to support essential microbusinesses in 2021 with a [\$50K/\$100K] donation to @wholeplanet. #women #womenentrepreneurs #womeninbusiness #HerBusinessIsEssential

**You may use this content across different channels as needed. If you want to craft your own content, find tips and tricks for writing your own posts at the top of this document under "Crafting Your Own Content".*

WPF SWEEPSTAKES DATES

Donate a prize for the WPF Facebook Sweepstakes on June 25! Whole Planet Foundation handles sweepstakes rules and execution on Facebook. We will select the winner and give you their information so you can fulfill the prize directly. If you have questions email olivia.hayden@wholefoods.com and sandy.mariscal@wholefoods.com as soon as possible.

Not seeing what you want or have questions? Contact olivia.hayden@wholefoods.com.