

# MOW Social Media Plans

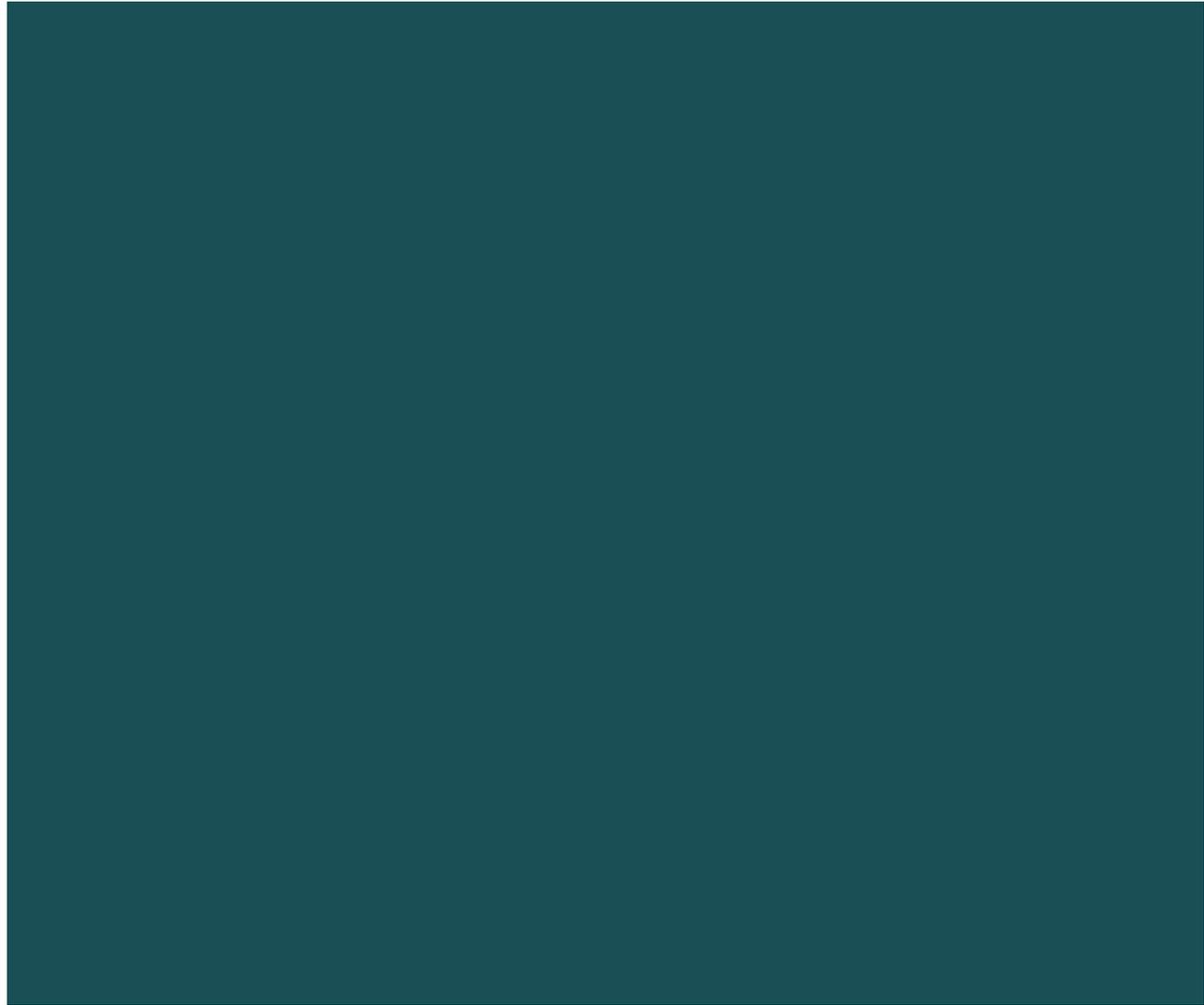
2020 Letter Campaign

## Tuesday, December 8th

“Let’s start this week off with some AMAZING News! We have been absolutely blown away by our community support for this Letter Campaign. To date, our campaign has brought in almost \$44,000!

This has been an absolute record for us and could not have been achieved without our amazing community donors, such as the J.T. Clark Family Foundation. They helped to encourage further donations in the beginning of the campaign, and generously donated \$10,000 to our campaign total. With their matched funding offer and our work confirming early donations, the J.T. Clark Family Foundation has generously donated \$10,000 to our campaign total. Talk about a springboard to a banner fundraising year when our community needs it the most!

Our organization is simply speechless when it comes to the generosity and heart of this community. We are so appreciative of your kindness this season - something to help bring holiday cheer to the end of an unpredictable year!”



# Tuesday, December 15<sup>th</sup>

- Giving Tuesday
- Feature other Corporate Sponsorships
- Highlight J.T. Clark Family Foundation with other Corporate Sponsors



# Tuesday, December 22<sup>nd</sup>

- Giving Tuesday
- Our final tally before the end of 2020
- “Special thanks again to our Corporate Sponsors this letter campaign season”



**J.T. CLARK FAMILY**  
FOUNDATION



Thank you, Fredericton!

**\$68,998**

**TOTAL WEEKLY  
COUNT IS IN....**

Since 1967 **MEALS on  
WHEELS of  
FREDERICTON INC.**