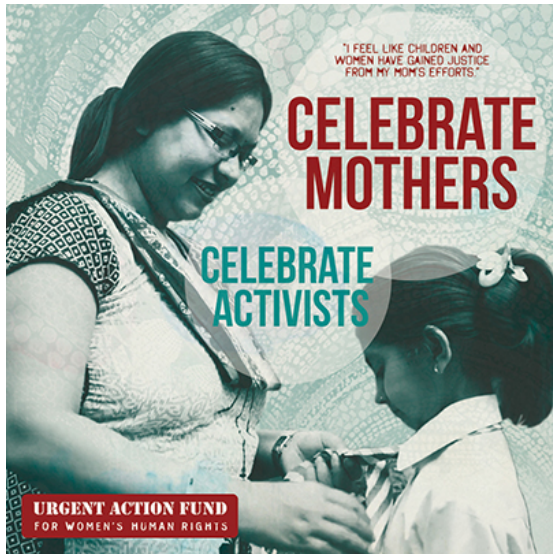


URGENT ACTION FUND FOR WOMEN'S HUMAN RIGHTS

MOTHER'S DAY 2015 SOCIAL MEDIA KIT



Urgent Action Fund is gearing up for its 2015 Mother's Day Campaign - [Celebrate Mothers, Celebrate Activists](#) - and we are asking our wonderful allies and partners to spread the word online using the sample posts below!

The goal of the campaign is to raise \$5,000 by May 10th to make our next rapid grant – **within 72 hours** – to a women's rights activist when she comes under threat, or when an opportunity arises to advance gender equality.

Below are some fun ways for you to spread the word to your followers on social media and raise support for women's rights activists on the frontlines of justice and equality!

Please feel free to share these posts as often as you like.

Sample Tweets:

Honor a special mom in your life by supporting women's rights activists worldwide [#CelebrateMothers](#) [@UrgentAct](#) <http://bit.ly/1KleTgD>

Flowers are nice, but I'd prefer a revolution. Give her a gift that makes a difference [#CelebrateMothers](#) [@UrgentAct](#) <http://bit.ly/1KleTgD>

Instead of chocolates, honor her by supporting women's rights activists worldwide [#CelebrateMothers](#) [@UrgentAct](#) <http://bit.ly/1KleTgD>

Sample Facebook Posts:

This Mother's Day, instead of giving her another box of chocolates, celebrate a special mom in your life by supporting grassroots women activists who are making a difference in their communities. [#CelebrateMothers](#) [#Celebrate Activists](#) <http://bit.ly/1KleTgD>

Flowers are nice, but I'd prefer a revolution. This Mother's Day, join me in supporting women's rights activists standing up for justice and equality. [#CelebrateMothers](#) [#Celebrate Activists](#) <http://bit.ly/1KleTgD>

If you have any questions about the campaign, don't hesitate to get in touch with us at danny@urgentactionfund.org or by phone at (415) 523-0360 ext. 103.

Thank you for your incredible support and work to promote peace, justice and equality worldwide!

Warmly,
The Urgent Action Fund Team