

KEEP FAMILIES TOGETHER

EVERY MONTH IN LOS ANGELES, 200 PARENTS BUT FACE THE REALITY OF LOSING THEIR KIDS. NOT BECAUSE THEY'RE BAD PARENTS, BUT BECAUSE THEY CAN'T MAKE ENDS MEET. GIVE TODAY TO KEEP FAMILIES TOGETHER.

Visit KeepFamiliesTogether.com/TeamGood for more!

CORE MESSAGES

A simple bed or dresser could be the thing that keeps a family unified. Give today to Keep Families Together.

Every month in Los Angeles 200 parents face the reality of losing their kids, not because they're bad parents, but because they can't make ends meet. Give today to Keep Families Together.

CALLS TO ACTION

- Give today to Keep Families Together.
- A few hundred dollars / A bed / A dresser can keep a family unified this Christmas.
- Give a family the gift of being together this Christmas.
- Keep a family together this Christmas.
- Your generosity can Keep Families Together this Christmas.

SAMPLE SCRIPT / CAPTION

The holidays are here! The gatherings, games, meals, and presents. But there are hundreds of families in Los Angeles, that may not spend the holidays together. LA County data reports that nearly 200 kids are separated from their parents every month, not because of neglect, but because of poverty. Families are torn apart simply because they can't afford essentials like beds, dressers, or refrigerators—items many of us never have to think twice about. But this December, we have the power to change that.

With your help, we can meet these critical needs for families in crisis. Just a few dollars can provide a safe and stable home, where kids can stay with their families, right where they belong. Visit keepfamilies.org to donate or start your own fundraiser with friends. Together, we can make this holiday season special for LA families.

Visit KeepFamiliesTogether.org/TeamGood to get started

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UGC IDEAS & SCRIPTS

1 “How I’m Keeping Families Together This Christmas”

Format: Direct to Camera Video with LHNL b-roll edited on top.

About the campaign: Share your passion for the cause by challenging your followers to donate or volunteer to Keep Families Together.

Script

[Custom greeting] As we enter the holiday season, it's easy to get wrapped up in all the excitement with our friends and family - the gatherings, games, meals, and presents, but there are hundreds of families right here in LA that may not spend Christmas together. Some of these families are at risk of being separated from their children due to critical needs like beds, dressers, and basic home goods—things many of us take for granted. But together, we can change that. That's why I'm/collaborator(s)/friends are launching "Keep Families Together"—a chance for us to make a real difference in the lives of families who are facing unimaginable challenges this Christmas.

[Cut to photos or videos of families receiving donations]

All throughout December, we have the opportunity to step up and give what we can to meet these urgent needs for families in crisis. Whether it's a few dollars or more, every single donation counts. You can help provide a safe and stable home, where kids can stay with their families, right where they belong.

So, here's how you can join me: Click the link in my bio to donate or start your own fundraiser with friends. Together, we can make this Christmas special for families right here in Los Angeles.

[Custom sign off]

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UGC IDEAS & SCRIPTS

2 “Christmas Shopping for a Family”

Format: Direct to Camera Video with LHNL b-roll edited on top.

About the campaign: Take followers on a journey to retail store to purchase items for a family that will close their case with the county.

Talk with Team Good leadership about obtaining a list of goods for a family. We could also schedule a day for you to drop off goods and help assemble them with other Team Good volunteers.

Script

[Custom greeting] There are hundreds of families right here in LA that may not spend Christmas together. Some of these families are at risk of being separated from their children due to critical needs like beds, dressers, and basic home goods—things many of us take for granted. But together, we can change that. That’s why I’m here today at [Target/Home Goods] to buy the crucial items a family needs right now to stay together for Christmas.

[Cut to photos or videos of families receiving donations]

[Take followers through a list of items you are placing in a cart. Be sure to add how so many of us take these basic essentials for granted. Many of us during Christmas wish for the “extra” things, but for many families, they’re wishing for the basics. Authenticity is key.]