



**WHO GETS IT DONE
FOR KENTUCKY?**



***YOUR LOCAL NONPROFITS**

Kentucky Nonprofits Get It Done Campaign Toolkit

You're all about getting it done, and people need to know that. We've created these handy templates and guidelines to help you tell your story easily and consistently as part of the *Kentucky Nonprofits Get It Done Campaign*.

Inside the toolkit, you'll find:

- [Press Release from KNN](#)
- [A link to the KNN campaign site](#)
- [A link to the national campaign site](#)
- [A Kentucky-specific Nonprofits Get It Done video for websites and social media](#)
- [Sample social media posts, image templates, and a suggested sharing schedule](#)
- [Submit your organization to be featured in the campaign on KNN's social media channels](#)

These tools are designed to be flexible, accessible, and easy to use — whether you share one piece or the full toolkit, **you're helping amplify an essential message: *Kentucky Nonprofits Get It Done*.**

Press Release from KNN - Campaign Launch

Click here to read the press release: <https://bit.ly/3ObWTXJ>

KNN Campaign Site

Find Kentucky specific *Nonprofits Get It Done* resources, including the press release and social media links on KNN's webpage: <https://kynonprofits.org/nonprofits-get-it-done/>

National Campaign Site & Letter to Congress - link to use for social media posts

We need your voice. Urge your lawmakers to stand up for Kentucky's nonprofits Contact Your Federal Senators and Federal Representative here: <https://nonprofitsgetitdone.org/#contact>

Nonprofits Get It Done Video & Sample Social Media Posts

Dropbox |

https://www.dropbox.com/scl/fi/09rqqtXu5pock8wg0hs5x/Final_IMPRESSIONS-KNN-COMMERCIAL_30SEC.mp4?rlkey=eb2qzbpdvz6m0atfu4tgpvza&st=4wk9ru0s&dl=0

Youtube | <https://www.youtube.com/watch?v=yVy8YznQYDs>

Sample Social Media Posts for the Video

- Who gets it done for Kentucky? Nonprofits Get It Done. We fill in the gaps for communities across the Commonwealth, every day. #NonprofitsGetItDone
- Nonprofits step in where no one else can or will. Across Kentucky, charitable Nonprofits Get It Done — together. #NonprofitsGetItDone
- From disaster recovery to everyday support, nonprofits are there when it matters most. Kentucky Nonprofits Get It Done. #NonprofitsGetItDone
- Nonprofits are people helping people — right here at home. Every community. Every day. #NonprofitsGetItDone
- Every Kentuckian benefits from the work of charitable nonprofits. That's why we say: Kentucky Nonprofits Get It Done. #NonprofitsGetItDone
- Nonprofits are your neighbors providing urgent, even life-saving help where government and businesses can't. #NonprofitsGetItDone

Sample Social Media Posts & Images

Link to Full Gallery of Images (downloaded from FB)

<https://www.dropbox.com/scl/fo/44emtuk6wkiiyoqvnj910/ABIOmfidOwiK726wS1gttVY?rlkey=p61urppg5q85gs6stekxpwwja&st=y8vg8u43&dl=0>



Sample Posts:

Here are some examples of post copy for your social feed. **These themes have been research-tested for maximum impact.** Feel free to customize as needed, and be sure to include the tag #NonprofitsGetItDone with your posts.

- Nonprofits look at the big picture, and are dedicated to improving it. That means being present for those who depend on them now, while working to build a brighter future for their communities. #NonprofitsGetItDone [NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)
 - Customize - In action: [ORGANIZATION NAME] serves older adults in [REGION] by providing [transportation, senior center programming, meals, wellness services, in-home support, etc.]. Their work keeps neighbors connected and thriving.
 - Customize - In action: [ORGANIZATION NAME] supports [job seekers, entrepreneurs, small businesses, youth workforce, etc.] in [REGION] through [training programs, business investment, career coaching, policy advocacy, etc.].
- For those who are no longer safe at home – or others who no longer have one – nonprofits serve as a compassionate source for support and strength.
#NonprofitsGetItDone [NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)
 - Customize - In action: [ORGANIZATION NAME] serves survivors in [REGION] by providing [shelter, legal advocacy, counseling, housing support, children’s services, etc.]. Our work makes communities safer for everyone.
- Government can’t do it all—and that’s where nonprofits step up. Across the country, nonprofits fill the critical gaps that government alone can’t cover. From veterans support and disaster response to food assistance and job training, nonprofits are neighbors helping neighbors—making sure no one falls through the cracks. #NonprofitsGetItDone [NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)
 - Customize - In action: [ORGANIZATION NAME] supports veterans in [COMMUNITY] by offering [housing assistance, employment programs, case management, benefits navigation, etc.]. Together, we can ensure no veteran is left behind.
- From picking up after the storm to helping families get back on their feet, nonprofits power the progress that keeps communities strong. Their dedication turns compassion into action day after day. #NonprofitsGetItDone [NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)
- Even the best situations can quickly take a turn for the worse. Nonprofits show up for people trying to get on their feet again, or reaching for a higher level in life.
#NonprofitsGetItDone [NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)



- Local nonprofits provide a wide range of critical services to communities all across our nation. From food assistance to emergency services, employment to youth enrichment, and so much more, you can always count on these friends and neighbors to step up in times of need. #NonprofitsGetItDone NonprofitsGetItDone.org
- When disaster strikes, nonprofits are among the first on the ground. Like that friend who always volunteers, they're out on the front lines, helping communities get back on their feet again. Tell Congress we need nonprofits. #NonprofitsGetItDone NonprofitsGetItDone.org
 - Customize - In action: [ORGANIZATION NAME] is serving [COMMUNITY] by providing [disaster relief services — shelter, cleanup, case management, rebuilding, food distribution, etc.]. Their commitment ensures neighbors aren't navigating recovery alone.
- Nonprofits bring help and hope when both are needed most. Whether it's providing a safe place for victims of abuse or compassionate care in times of crisis, nonprofits get it done in Kentucky communities. #NonprofitsGetItDone NonprofitsGetItDone.org
- Whether it's diapers, house supplies, or a safe place to learn, nonprofits show up for kids and families every day. They fill critical gaps and build stronger communities from the ground up. Tell Congress: we need nonprofits. #NonprofitsGetItDone NonprofitsGetItDone.org
- It's easy to point out when things are going wrong. Nonprofits work to make them right, addressing today's toughest challenges with hard work and heart. #NonprofitsGetItDone NonprofitsGetItDone.org
- From providing emergency medical care to delivering food and water after catastrophic events, nonprofits are those friends and neighbors who are ready to take action when their community needs them most. #NonprofitsGetItDone NonprofitsGetItDone.org
- No one should have to wonder where their next meal is coming from. Across the country, nonprofits are making sure families have food on the table. Tell Congress: our communities need nonprofits. #NonprofitsGetItDone NonprofitsGetItDone.org
 - Customize - In action: [ORGANIZATION NAME] is addressing hunger in [COMMUNITY/REGION] by [brief description of services — e.g., distributing meals, supporting food pantries, advocating for food policy, partnering with farmers].

The success of the *Nonprofits Get It Done* campaign on social media relies on sharing! Whether your organization posts original/example content or you share KNN content, please help us



consistently engage others and keep the campaign active. We recommend posting at least once per week, and you are welcome to post more often. Be sure to use #NonprofitsGetItDone when you post.

Make It Simple - Share from KNN's Social Channels:

- Facebook <https://www.facebook.com/kynonprofitnetwork>
- Instagram <https://www.instagram.com/kynonprofitnetwork/>
- LinkedIn <https://www.linkedin.com/company/kentucky-nonprofit-network>

Build a Movement with Your Social Platform:

To activate your audience, we recommend creating a social post that highlights your organization, its impact on your community, and invites your followers to reflect, respond, and rally around your mission. Suggested Post Angle: Highlight Your Impact & Invite Your Audience to Share Their Story. (Include link to *Nonprofits Get It Done* video or art.)

Example Copy: We get it done for Kentucky by [insert your story, impact stat, or example]. Let us hear from you: has [Insert Org] made a difference in your life? Share your story using #NonprofitsGetItDone and help show Kentuckians and lawmakers why nonprofits matter. NonprofitsGetItDone.org Post Hashtags: #NonprofitsGetItDone

KNN Members: Be Featured w/Tag in KNN's Social Media!

KNN member nonprofits are invited to share your mission and impact as part of our social media efforts with the *Nonprofits Get It Done* campaign. If selected, we'll celebrate your work on our social media channels as part of the campaign, share your submitted photo, and tag your organization. All we ask is that **you share the post on your channels also**. [Submit your story and images here and join the campaign!](#)

