

## Spreading the News!

**General Updates:** Link: <https://ymcaoc.org>

1. Share our general Y link on your social media pages. Attached is a link to images you can use and below is some sample text. Feel free to personalize to your contacts/friends. And, please don't forget to tag us in your posts.
2. Share on your social media pages some of the news articles that have ran (links below) and encourage people to share or get involved. Great news is we have had media coverage in key service areas. You may even want to select an article that relates closest to your friends/contacts. And, please don't forget to tag us in your posts.
3. Share Jeff's video (below), informing and asking for community support, on your social media pages. And, please don't forget to tag us in your posts.

*Sample Posts:*

- A. If just posting the Y link you could say: *I am proud to work for the YMCA! During this difficult time, we have stepped up to help our community. We are providing child care for essential service providers, virtual workouts for our members and more. Check it out! <insert link>*
- B. If posting the news articles you could say: *The YMCA has been featured in the news for providing child care for essential services providers. This is a BIG need in our community right now. These individuals are on the front lines each day working to help end this pandemic. They need a safe place for their children to go and the Y is proud to be there.. <insert link>*
- C. If posting Jeff's video: *Hear from the YMCA on how they are helping during this time of crisis. CEO, Jeff McBride speaks to our Y members and community about the need for child care for those providing essential services. This is a big need in our community right now. Please let feel free to share and support if you can! <insert link>*

**Donation Request(s):** Link: <https://ymcaoc.org/donation-information/>

4. Share our donate link (below) on your social media pages. Attached is a link to images you can use and below is some sample text. Feel free to personalize to your contacts/friends. And, please don't forget to tag us in your posts.
5. Share on your social media pages some of the news articles that have ran (links below) and encourage people to donate. Great news is we have had media coverage in key service areas. You may even want to select an article that relates closest to your friends/contacts. And, please don't forget to tag us in your posts.
6. Share Jeff's video (below), informing and asking for community support, on your social media pages. And, please don't forget to tag us in your posts.

*Sample Posts:*

- D. If just posting the donate link you could say: *Child care for essential services providers is a BIG need in our community right now. These are the individuals are on the front lines each day working to help end this pandemic. They need a safe place for their children to go. The YMCA is helping, but they need more help. Please consider donating to ensure parents have the care they need. <insert link>*
- E. If posting the news articles you could say: *The YMCA has been featured in the news for providing child care for essential services providers. This is a BIG need in our community right now. These individuals are on the front lines each day working to help end this pandemic. They need a safe place for their children to go. The YMCA is helping, but they need more help. Please consider donating to ensure parents have the care they need. <insert link>*

- F. If posting Jeff's video: *Hear from the YMCA on how they are helping during this time of crisis. CEO, Jeff McBride speaks to the Y members and community about the need for child care for those providing essential services. This is a big need in our community right now. I am asking you to please consider donating to ensure parents have the care they need. <insert link>*

**Resources to use:**

**News articles:**

ABC 7 News: <http://my.tvey.es/g6X2K>

OC Register: <https://www.ocregister.com/2020/04/06/orange-countys-essential-workers-can-get-childcare-from-ymca-private-schools/>.

NBC 4 News: [Play / Download](#)

San Clemente Times: <https://www.sanclementetimes.com/ymca-providing-child-care-in-oc-during-coronavirus-pandemic/>

Huntington Beach News: <http://hbnews.us/communitZ6.html>

The Capistrano Dispatch: <https://www.thecapistranodispatch.com/ymca-providing-child-care-in-orange-county-during-coronavirus-pandemic/>

**Jeff's Video:**

<https://www.youtube.com/watch?v=MkXNgyF710Q&feature=youtu.be&dxk=H4sIAAAAAAAAEAKtWKs4vLUpOVbJScs1LT0xPVdJRSk7MLUjMTM8DipWkFpcoFKfmpSjVAgDYZCVCKgAAAA2>

**Photos:** [https://drive.google.com/drive/folders/144x9DQ6s5W\\_ni-jTEYlstnIGLgYH\\_QYA?usp=sharing](https://drive.google.com/drive/folders/144x9DQ6s5W_ni-jTEYlstnIGLgYH_QYA?usp=sharing)