



## 2020 Online Auction & Celebration Guide

We've moved our signature Party with a Purpose online this year! [Register now](#) for free, and bid on a unique selection of local & global auction items starting October 19. Help us continue our work of funding microcredit to alleviate global poverty and celebrate Poverty is Unnecessary Day with us from the comfort of your own home!

Party with a Purpose Registration Link & Online Auction: [bit.ly/wpfauction](https://bit.ly/wpfauction)

Donate an auction item! [Fill out this survey](#) by October 1

Party with a Purpose Online Auction Activation Dates: October 19-25

Online Auction Opens: October 19

Brief Event Program Posted Online: October 25, 1PM Central Standard Time

Online Auction Closes: October 25, 8PM Central Standard Time

Resources to Download: (Instagram story frames, design toolkit, and more): <https://wholeplanetfoundation.org/poverty-is-unnecessary-project-2020-resource-page/>

### **MESSAGING RECOMMENDATIONS:**

Follow us and tag Whole Planet Foundation social media channels:

Instagram: @WholePlanet Facebook: @WholePlanetFoundation

Hashtags: #WholePlanet, #PovertyisUnnecessary #PartywithaPurpose

Instagram Story Frames: Pre-designed frames to help you promote on Instagram stories are available at our [resource page](#).

You may use pre-approved language, or craft your own based on the guidelines in the "Crafting Your Content" section below.

1. **Be authentic.** Mix Whole Planet Foundation language provided below with your own familiar branded content to keep your messages on-brand and relevant for your audience.

2. **Highlight your Auction Item.** If you are participating in our auction, highlight your auction item and encourage others to help raise funds for our mission. Donate an auction item by [filling out this survey before October 1](#).
3. **Use the provided Instagram Story frames.** Download from [our website at this link](#). Blend your own brand's content into an Instagram Story during October. Invite influencer partners to share this content in their Instagram Stories, where appropriate.

## **CRAFTING YOUR CONTENT:**

The following language is approved and can be mixed with your own authentic brand language and voice to maximize engagement with your audience.

- Microcredit is a hand up, not a hand out. This year we are joining @wholeplanet's #PartywithaPurpose Online Auction & Celebration to give a hand up to the world's poorest people as they start their own businesses. Bid from anywhere starting October 19: [bit.ly/wpfauction](https://bit.ly/wpfauction)
- Bid on [your unique auction item] during this year's @wholeplanet Party with a Purpose Online Auction and Benefit! Help us raise funds for people living in poverty. 100% of proceeds from the event will fund microcredit loans for some of the world's poorest people to start their own businesses. Bidding closes October 25 at 8:00PM CST. Register now: [bit.ly/wpfauction](https://bit.ly/wpfauction)

## **GRAPHIC DESIGN & MORE RESOURCES**

You are welcome to use our 2020 WPF Design Toolkit and approved WPF logos. Download them from [this link on our website](#).

Approved microcredit client stories and photographs to share are available at [wholeplanetfoundation.org/who-we-support](https://wholeplanetfoundation.org/who-we-support). Additional social media graphics and resources available [on our website](#). If you have a special request, please contact us.

## **HELPFUL LINKS TO SHARE IN YOUR POSTS**

<https://www.wholeplanetfoundation.org/who-we-support/>: Approved microcredit client stories

<https://www.wholeplanetfoundation.org/about/media-kit>: WPF logos, 2019 brochure, and boilerplate statement