



CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT

National Collection Social Media Toolkit

November 2015

Key Messages

“The poor no longer wait, they seek to be protagonists, they organize, study, work, demand and, above all, practice that special solidarity that exists among those who suffer, among the poor...”

Pope Francis

- In the United States, 1 in 6 people and 1 in 5 children live in poverty. This is an affront to our dignity as a people of God. CCHD, the anti-poverty program of the Catholic bishops in the United States, breaks this cycle of desperation by empowering communities to **practice solidarity**.
- This is a time of **record poverty and income inequality**. Statistics and structures can seem abstract and be easily dismissed in polite conversation. But barriers to fairness and thriving are real: in the brokenness of [Ferguson](#), [environmental injustices](#), in the separation of [immigrant families](#), in [persistent unemployment](#). The way out of this cycle of desperation is by working together. The answer to poverty in America today will not be affluence, but **solidarity**. **CCHD builds solidarity**.
- CCHD supported groups open up paths out of poverty. When you give to CCHD, you support the **passion, talent and imagination** present in our communities and parishes. You empower others with the chance to participate in society, confidence and security.
- Following the mandate of Jesus, CCHD creates opportunities for communion and solidarity that help us all, especially the most vulnerable. Through CCHD we foster the common good and work to build a society where **no one is left behind**.

Facebook

Follow CCHD on [Facebook at PovertyUSA](#) for educational content on the barriers that impede economic security for people across the country and what CCHD supported groups are doing to create a society based on Christian solidarity and fairness.

Twitter

Follow CCHD on [Twitter @EndPovertyUSA](#) to keep abreast of the reality of poverty in the United States and how we can overcome obstacles to an equitable society, and how CCHD groups are making solidarity a reality. During the month of November, join us in using the hashtag [#powerofCCHD](#).

The week before the CCHD National Collection on Thanksgiving weekend, November 17-21, join us on Twitter in getting out the hope CCHD is giving local communities!

Dioceses, Social Action Offices, CCHD supported groups, bishops and diocesan directors can use hashtag [#powerofCCHD](#) and photos to share your stories of hope and what CCHD means you!



Poverty USA & Pobreza USA

[Poverty USA](#) and [Pobreza USA](#) are a one-stop-shop for everything you need to know about poverty in the United States and what CCHD supported groups are doing about it. Videos, stories, educational resources for all ages and audiences are available for you to use and share to get the word out!

Content You Can Distribute During November

Having trouble figuring out what to post on social media? No problem. Share our [Facebook](#) posts, retweet our [Twitter](#) content, follow [#powerofCCHD](#), and make use of the suggestions below!

MAPS

What does poverty look like in your community? Check out the interactive **CCHD poverty map!** <http://bit.ly/1qQt7Vn>

CCHD is justice for immigrants! In 2014, CCHD invested over \$4 million in immigrant communities
<http://bit.ly/1tgC6gS> #powerofCCHD

CCHD protects God's creation! In 36 dioceses, CCHD is investing in environmental justice. Take a look!
<http://bit.ly/1laFfR2> #powerofCCHD



VIDEOS



Bishop Soto, CCHD chairman, invites you to build solidarity in your parish and community through CCHD! <http://bit.ly/1xSLmK5>
#powerofCCHD

Know the real barriers to escaping poverty for more than 46 million Americans? Take the **Poverty Tour!** <http://bit.ly/U9DpBo>
#powerofCCHD

Great video on the #powerofCCHD. Living our faith, breaking the cycle of poverty. Watch now! <http://bit.ly/1qvZpWw>

How does CCHD build a society based on dignity, justice and fairness for all God's children? **Meet Mary!** <http://bit.ly/1sKleiI> #powerofCCHD

CCHD is removing the barriers to thriving communities in **Chicago**. Check out the video! <http://bit.ly/17FWT7l> #powerofCCHD

In this inspiring video, the late **Cardinal Francis George** talks the #powerofCCHD in Chicago. Take a look! <http://bit.ly/1vkPboQ>



In the Archdiocese of Washington, **Msgr. Pope** knows the #powerofCCHD to invigorate parishes. Check out the video: <http://bit.ly/1wJUofm>

In the Diocese of St. Petersburg, **Fr. Tapp** knows the #powerofCCHD to untap greatness in parishes. Watch the video! <http://bit.ly/1vkPPm1>

Father Toribio explains how the #powerofCCHD renewed his San Antonio parish. Take a look: <http://bit.ly/1vkQhku> (en Español)

In **East LA**, with the #powerofCCHD, a little girl moved an entire community <http://bit.ly/1vkTxMB>

STORIES OF HOPE

CCHD believes families should be able to enjoy a home. This is the #powerofCCHD. <http://bit.ly/1rSHhFC>. This is the #powerofCCHD



This is the #powerofCCHD. Expectant mothers in Iowa can now count on a mobile obstetric clinic. <http://bit.ly/17FSQIb>

In Spokane, communities are building green pathways out of poverty. This is the #powerofCCHD. <http://bit.ly/1wK7Dey>

In Oakland, the #powerofCCHD means that low-income families have access to affordable childcare <http://bit.ly/1RBR39t>

In Houston, Living Hope Wheelchair Association works for the rights of immigrants with disabilities. <http://bit.ly/1Pf3KsX> That's the #powerofCCHD

For Father Norman in Omaha, the #powerofCCHD means that "social justice is not an option" <http://bit.ly/1aBqjBB>

Families in Louisiana have organized for sweeping reforms of the juvenile justice system. <http://bit.ly/1OtsE83> #powerofCCHD

In Illinois the #powerofCCHD means people of different faiths working together to fight fracking <http://bit.ly/1WF7u68>

In Southern Appalachia, a worker owned business is bringing life back to the textile industry.
<http://bit.ly/1wK7MyK> #powerofCCHD

Local residents in Palm Beach banding together to protect each other from #wagetheft
<http://bit.ly/17FS3qF> #powerofCCHD

In New York, a CCHD group of parishes and congregations is protecting the community's environment <http://bit.ly/1wK88W3> #powerofCCHD

In Arizona, the #powerofCCHD means hope for young tribal members who want to raise families with jobs and dignity <http://bit.ly/1q5g6UD>

"If it was just me and my parishioners we wouldn't accomplish squat." This parish united for real change
<http://bit.ly/17FSmSd>
#powerofCCHD



This is the #powerofCCHD. Philly cabbies go to work with pride, knowing they're contributing to their community <http://bit.ly/1CawU42>

In Baltimore local residents are stopping what would be the nation's largest trash-burning incinerator <http://bit.ly/1L1jckA> #powerofCCHD

In South Dakota, the #powerofCCHD is protecting a community from the dangerous consequences of uranium mining <http://bit.ly/1vl2Zzu>

In Missouri, CCHD is changing the dialogue around racism and racial injustices
<http://bit.ly/17FQzN1>

To make real change, this CCHD groups formed an unlikely coalition of labor unions, community & environmental groups <http://bit.ly/17FT8ii>

In New Mexico, NMAA is protecting family farms and empowering low-income communities
<http://bit.ly/17FRgpB> #powerofCCHD

In Boston, workers are joining together to revitalize their lives, the economy and the environment <http://bit.ly/1stSbTY> #powerofCCHD

The #powerofCCHD means Latino immigrants in Chicago can create a new life with a new business <http://bit.ly/1fd26qN>

The #powerofCCHD means that low-income communities in West Philadelphia have access to quality food <http://bit.ly/1Sw7oxc>

RESOURCES

Change happens when people come together—helping others to help themselves. We can **make a difference!**

<http://bit.ly/1aBru3U> #powerofCCHD

Think you know poverty? Be surprised with CCHD's Poverty Quiz! <http://bit.ly/UKLgpb> #powerofCCHD

