

HYATT REGENCY
CHESAPEAKE BAY
GOLF RESORT, SPA
AND MARINA



JUNE 23 - 24, 2019

SCHOLARSHIP CLASSIC 2019 SOCIAL MEDIA TOOLKIT



@CBCFING

Thank you for downloading the Congressional Black Caucus Foundation, Inc.'s (CBCF) social media toolkit for the **27th Annual Mervyn L. and Stephanie Tubbs Jones Memorial Scholarship Classic** (#SClassic19). We are excited that you are partnering with us to help promote the 27th Scholarship Classic!

This social media toolkit will serve as a guide to help with messaging and promotion for **#SClassic19**. Feel free to be creative in your approach to promoting the philanthropic event that raises money for talented and deserving college students.

The theme for this year's event is
L•E•G•A•C•Y
(Leadership. Education. Gift. Access. Commitment. Youth.).

Please find information below, as well as messaging for Facebook, Instagram and Twitter on the following pages.

Visit cbcfinc.org/sclassic19 to register today!

QUICK FACTS

Scholarship Classic: CBCF's annual fundraising event for scholarships

Date: Sunday, June 23 - Monday, June 24, 2019

Our Campaign Hashtag: #SClassic19 #CBCFLEGACY

Website: cbcfinc.org/sclassic19

Approved Graphics: bit.ly/SClassic19Graphics

Purchase Tickets: cbcfinc.org/register

For Hotel Accommodations, email: sclassic@cbcfinc.org

SOCIAL MEDIA TOOLKIT

CBCF SOCIAL MEDIA ACCOUNTS



@CBCFInc



/+CBCFIncorg



@CBCFInc



/company/congressional-black-caucus-foundation



/CBCFInc



www.cbcfinc.org



/user/CBCFInc

OFFICIAL HASHTAGS

#SClassic19

#CBCFLEGACY

SAMPLE FACEBOOK POSTS



Approved graphics can be downloaded here: bit.ly/SClassic19Graphics

#SClassic19 is an opportunity to celebrate while giving back to the next generation of rising college students. The contributions made during this two-day event provide countless students with the financial resources they need to complete their academic studies. You can give and learn more by visiting cbcfinc.org/sclassic19!

Without scholarships like those provided by @CBCFInc, many students wouldn't have the resources to attend and finish their college careers! **#SClassic19** is an event that raises awareness and funds for deserving college students! Make sure you don't miss this opportunity to give back! Visit cbcfinc.org/sclassic19 to get more info.

Can't think of an **AMAZING** caption? Just copy and paste the text below!

You can make an impact on a young person's life by attending @CBCFInc's **#SClassic19** event, June 23 - 24, 2019! It's a two-day event that will yield impactful results for meritorious college students from across the country! Learn more about this event by visiting cbcfinc.org/sclassic19.

Are you looking to do some good and enjoy a mini getaway? Why not check out the @CBCFInc's **#SClassic19**! It's a two-day event that highlights the CBCF's efforts to ensure talented and deserving college students are financially secure. Head over to cbcfinc.org/sclassic19 to register now!



Update your profile picture using our **#SClassic19** frame to show others your support. Try it here: bit.ly/SClassic19Frame

SAMPLE TWITTER POSTS 140 characters? No Problem.



@CBCFinc has awarded over \$11,000,000.00 in scholarships to deserving college students, and they can award so much more with your support! Learn how they are making an impact by visiting cbcfinc.org/sclassic19! #SClassic19

Join Congressmembers, supporters, and scholarship recipients at #SClassic19 as they uplift the importance of scholarships for deserving students from across the country. Join us by visiting cbcfinc.org/sclassic19!

Even if you can't make it to #SClassic19, you can still make an impact on a college students life! Learn how by visiting cbcfinc.org/sclassic19!

As the cost of college continues to rise, @CBCFinc continues to play a major role in the lives of talented students that need to finish school! Make #SClassic19 a LEGACY event for deserving students. Head over to cbcfinc.org/sclassic19 to learn more!



SAMPLE INSTAGRAM POSTS Psst...don't forget: bit.ly/SClassic19Graphics



#SClassic19 presents a unique opportunity for you to engage with students, members of Congress, and patrons of CBCF while supporting rising college students. You can learn more at cbcfinc.org/sclassic19!

Make sure you're ready to join @CBCFinc at the 27th Annual Scholarship Classic! The two-day event (June 23 - 24, 2019) will be jam-packed with impactful events that bring attention to scholarships and collegiate achievement. #SClassic19

@CBCFinc plays a pivotal role when it comes to ensuring students are financially secure while pursuing thier education. You can help by donating or attending the 27th Annual Scholarship Classic! Head over to cbcfinc.org/sclassic19! #SClassic19