



## 2024 MAY SUPPORTER TOOLKIT

### TAPS is Hope after the Fold

**Social Media Graphics:** [taps.org/memorialday/toolkit](https://taps.org/memorialday/toolkit)

**TAPS Social Media Handles:**

**Facebook:** Tragedy Assistance Program for Survivors

**Instagram/Instagram Stories:** @tapsorg

**Twitter:** @tapsorg

**LinkedIn:** Tragedy Assistance Program for Survivors

**Hashtag:** #HonorThem

**Website:** [taps.org](https://taps.org)

**Donate:** [taps.org/donate](https://taps.org/donate)

### SAMPLE POSTS FOR FACEBOOK/INSTAGRAM/LINKEDIN

**Option 1:**

Each May, America reflects on the sacrifice made by a few for the freedom of many. We honor those who served and died, and we say thank you the best way that we can — by caring for the loved ones they left behind. As a proud partner of the Tragedy Assistance Program for Survivors (TAPS), we encourage you to support their mission to embrace the families of the fallen. #HonorThem

**Option 2:**

For the families of our nation's fallen heroes, every day is Memorial Day. We are proud to support TAPS, the national nonprofit organization dedicated to honoring the fallen and caring for the loved ones they left behind. #HonorThem

**Option 3:**

As you make plans for Memorial Day weekend, remember the solemn reason for this holiday. Honor the brave men and women who served and died for this nation, and never miss an opportunity to support the loved ones they left behind. Visit our friends at TAPS to learn how you can join the mission. #HonorThem

**Option 4:**

The sacred day at the end of May is our chance to honor those who served and died. We are proud to support TAPS as they comfort the families of America's fallen heroes on Memorial Day and every day. #HonorThem

**Option 5:**

In honor of all those who served and died, we proudly support TAPS on its mission to bring hope, healing, and critical resources to the families of the fallen. #HonorThem

### SAMPLE POSTS FOR TWITTER

**Option 1:**

This May, *I am/we are* honored to show *my/our* support for the families of America's Fallen Heroes by partnering with @tapsorg. Learn more about how they care for the families of all those who have served and died. #HonorThem

**Option 2:**

For *us/me*, #MemorialDay is more than one day. *I/We* honor all those who have served and died, and recognize the sacrifices of their families who are left behind. That is why *we are/I am* proud to partner with @tapsorg. Learn more at [*insert your organization's URL, a fundraiser link or taps.org*]. #HonorThem

**Option 3:**

We know that #MemorialDay is every day for the families of our nation's fallen heroes. We are proud to partner with/support @tapsorg, the national nonprofit that is there for our military surviving families 24/7/365. #HonorThem

**Option 4:**

This #MemorialDay, and every day, we remember the sacrifices of our men and women in uniform. This memorial month of May, we recognize @tapsorg and their mission of caring for the families left behind. Learn more at [taps.org](https://taps.org). #HonorThem

**Option 5:**

How can you honor America's fallen heroes this #MemorialDay? We honor their service & sacrifice by supporting @tapsorg — the organization caring for the families of our nation's fallen military heroes. #HonorThem

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### ABOUT TAPS

TAPS is the leading national organization providing compassionate care and survivor support services for the families of America's fallen military heroes. Since 1994, TAPS has offered support to all those grieving the death of a military loved one through peer-based emotional support, connections with grief and trauma resources, grief seminars and retreats for adults, Good Grief Camps for children, casework assistance, connections to community-based care, online and in-person support groups, and the 24/7 National Military Survivor Helpline, all at no cost to surviving families. For more information, please visit [TAPS.org](https://TAPS.org) or call 202-588-TAPS (8277).



@TAPSorg



Tragedy Assistance Program for Survivors



800-959-TAPS (8277)

@TAPSorg



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taps.org