

CGMA 2025 Annual Fundraising Campaign Social Media Kit

The following are messages you can use to promote the CGMA Annual Fundraising Campaign to your units. The components are designed to be used in multiple ways to make it easy for you to get your message out in whatever way will reach your audience best.

Each message includes:

Banner Image This can be used as an email banner or a newsletter header

Message Copy This includes a headline and ‘story.’ Use it as-is for a newsletter story or intranet post or use the headline as the subject and the copy as the body of an email.

Graphic This can be used on any internal social media channels you may use, or to accompany a newsletter, intranet post or email message

The messages are organized by “Week Of” date, so you know exactly when to share each one throughout the campaign.

Below is the copy for each week’s message. You will find the corresponding banner images and graphics in that week’s folder.

*Week of April 28*

**CGMA Awarded $8.5 Million in Assistance in 2024 – That’s the Power of Us**

CGMA is funded 100% through donations, and as the official relief society of the US Coast Guard, all our programs provide assistance solely to the Coast Guard Community. Through your support in 2024, we awarded:

$4 million in Disaster and Emergency Relief

$1.78 million in Education Assistance

$2.74 million in Day-to-Day support

Our Annual Fundraising Campaign is now underway through May 31. Please consider donating today, through a [one-time donation](https://mycgma.org/donate/) or a [payroll allotment](https://mycgma.org/give-help/allotment-payroll-deduction/), and help us continue providing the support you deserve.