

# 2024

---

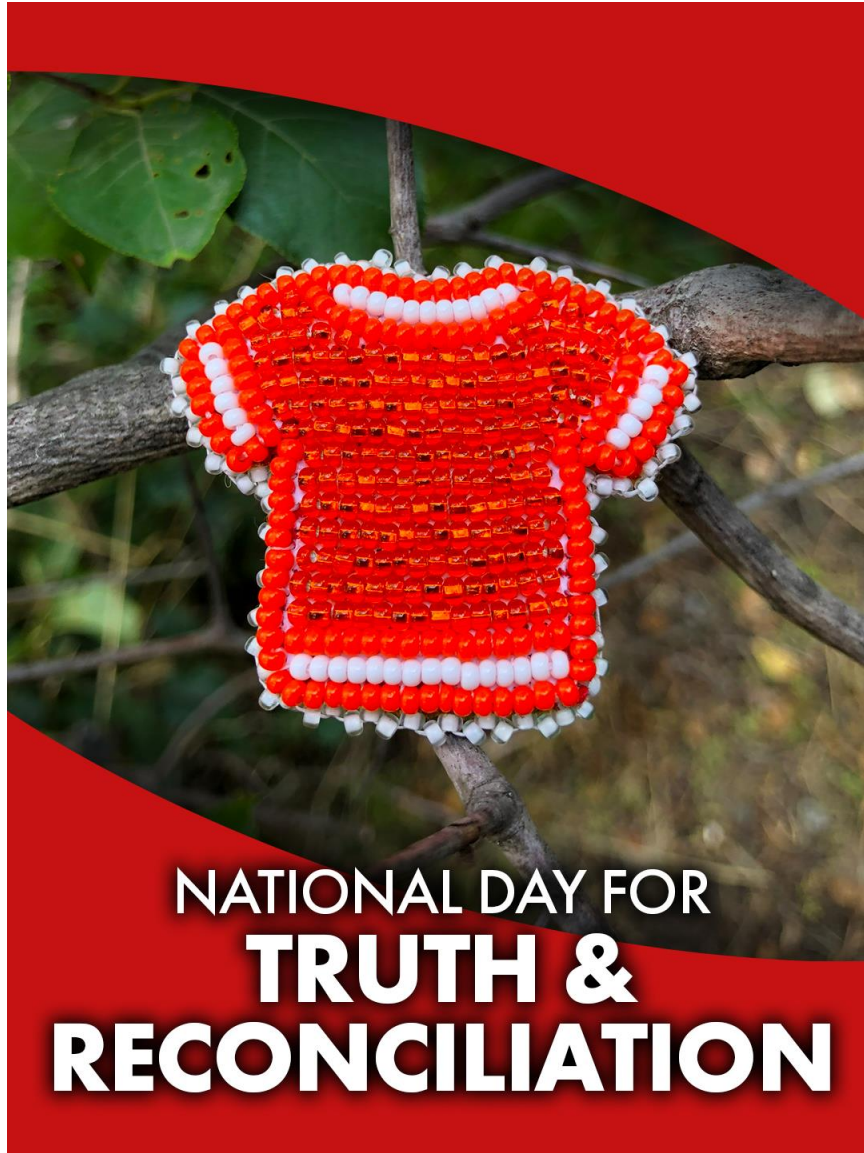
National Day for  
Truth and Reconciliation/ Orange Shirt Day



Giving  
Hope  
Today



## Table of Contents



NATIONAL DAY FOR  
**TRUTH &  
RECONCILIATION**

1. About the National Day for Truth and Reconciliation / Orange Shirt Day
2. Creatives
3. Key dates
4. Writing prompts

## About the National Day for Truth and Reconciliation / Orange Shirt Day

---

### About the Campaign

September 30 is **National Day for Truth and Reconciliation** and **Orange Shirt Day**, which encourages individuals to wear orange shirts to honour Indigenous children forced to leave their families to attend residential schools.

This day helps to educate and raise awareness about the residential school system and the impact it had on Indigenous communities for over a century.

National Day for Truth and Reconciliation acknowledges and commemorates the tragedies that happened in the past and looks towards ways to move forward in a manner that is meaningful for Indigenous people for reconciliation to happen.



## Campaign Creatives: Usage Rights

---

### Usage rights

It is important to note that The Salvation Army only has permission to use certain creatives during the campaign period outlined in the toolkit.

Any creatives with the campaign name mentioned and call-to-action to donate should not be used outside of the campaign period.

Every campaign will have specific permissions for each photo.

Permissions to use photos outside of Orange Shirt Day: YES





## Campaign Creatives

---

**TIP:** When posting photos/images to social media, please ensure they capture the following (and ensure there is a balance between the fun and warm/authentic):

- ✓ Authenticity
- ✓ Teamwork
- ✓ Camaraderie
- ✓ Fun!
- ✓ Warmth



### Photo Usage

When using social media, we ask that you exercise good judgement and are respectful of copyright policies.

- Using images/photos helps our brand leverage the power of visual social media
- Don't tell if you can show – wherever possible, use visuals to share your message
- Images = emotion and connection
- Add captions, descriptions and hashtags to images/videos
- People make decisions and take action quicker when prompted by images

### Campaign Creatives

In this [link](#) you 'll find the assets.



## National Pages

---

Below are the national social media accounts that will be actively posting.

1. You can **share** our national posts on your local pages
2. Utilize our posts for **inspiration**
3. Make sure you **like, engage** and **comment!**
4. Ensure to **tag** our accounts when you want a bigger reach!



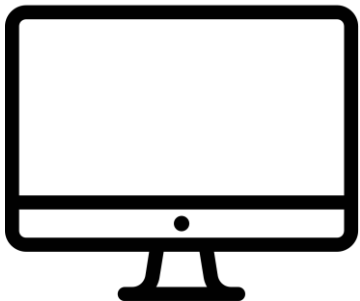
[Facebook.com/SalvationArmy](https://www.facebook.com/SalvationArmy)



[Twitter.com/SalvationArmy](https://twitter.com/SalvationArmy)



[Instagram.com/SalvationArmyCanada](https://www.instagram.com/SalvationArmyCanada)



## Key Campaign Dates

---

Date	What	Action required
September 30, 2024	National Day for Truth and Reconciliation / Orange Shirt Day	<ul style="list-style-type: none"><li>Post writing prompts on social with campaign creative</li></ul>



# Writing prompts





## Writing prompts – September 30



On National Day for Truth and Reconciliation, we come together to recognize and commemorate the tragedies experienced by Indigenous Peoples, both in the past and present.

The Salvation Army in Canada is committed to moving forward in a meaningful manner, understanding that reconciliation is an ongoing process of learning, listening and building relationships.

Walk this path with us. Learn more at [Salvationist.ca/indigenousministries/](https://salvationist.ca/indigenousministries/)



On National Day for Truth and Reconciliation, The Salvation Army in Canada stands committed to the ongoing process of learning, listening and building relationships with Indigenous Peoples. Join us on this important journey towards reconciliation.

**Headline:** Learn more

**Link:** [Salvationist.ca/indigenousministries/](https://salvationist.ca/indigenousministries/)



On National Day for Truth and Reconciliation, we come together to recognize and commemorate the tragedies experienced by Indigenous Peoples, both in the past and present.

The Salvation Army in Canada is committed to moving forward in a meaningful manner, understanding that reconciliation is an ongoing process of learning, listening and building relationships.

Walk this path with us. Learn more at [Salvationist.ca/indigenousministries/](https://salvationist.ca/indigenousministries/)



# Writing prompts – Appropriate Hashtags



Hashtags are generally leveraged on platforms such as Twitter and Instagram. Below, you will find a list of hashtags to use. Please use them at your discretion.

*\*Reminder: Do not use your own created hashtags, only leverage hashtags that are relevant or trending.*

Hashtags
#GivingHopeToday
#OrangeShirtDay
#EveryChildMatters
#WhyWeWearOrange





Giving  
Hope  
Today

# Thank you!

Additional information

Toolkit inquiries: [corey.robert@salvationarmy.ca](mailto:corey.robert@salvationarmy.ca)

Indigenous Ministries: [crystal.porter@salvationarmy.ca](mailto:crystal.porter@salvationarmy.ca)

2024 Toolkit Calendar:

<https://airtable.com/appDwTtY8kuDTH29v/shr7shRiPNfCWAysM>