



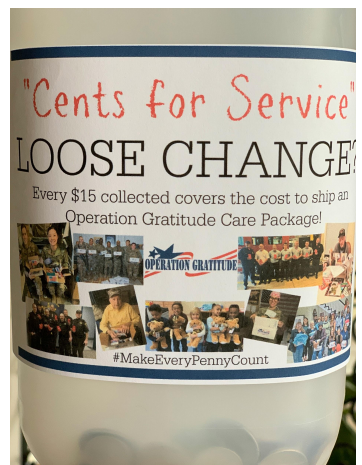
CENTS FOR SERVICE Information & Social Media Guide

Operation Gratitude annually sends 300,000+ Care Packages to Deployed Troops, Recruit Graduates, Veterans, First Responders, Military Children, and Wounded Heroes & their Caregivers. Show YOU care!

Hosting a “Cents for Service” Drive for Operation Gratitude is an active and fun way for your family, friends, neighbors, co-workers, and/or teammates to show support for all who serve!

TO START YOUR “CENTS FOR SERVICE” DRIVE:

- You will need:
 - ◆ A container for your donations! We recommend a water jug (*pictured right*).
 - ◆ Decorations! Decorate your container to let everyone know that you are collecting change to send Care Packages to those who serve!
- Notify your constituency of the dates, times, and location of the “Cents for Service” Drive! Encourage them to collect and drop all their loose coins in the container.
- Once you’ve filled your container, take it to a local bank or [CoinStar](#) to exchange your change for a cashier’s check made out to: Operation Gratitude.



SEND THE CASHIER’S CHECK TO:

Operation Gratitude
P.O. Box 260257
Encino, CA 91426-0257

OperationGratitude.com | **QUESTIONS?** Info@OperationGratitude.com | 1-800-651-8031



OperationGratitude



OpGratitude



Operation Gratitude

SUGGESTED SOCIAL MEDIA POSTS

BEFORE & DURING YOUR “CENTS FOR SERVICE” DRIVE

Twitter: Want to help #SupportOurHeroes? Donate loose change to my/our #OGCentsforService by *(insert date - example, 1/31)*. Every \$15 donated covers the cost to send another #OperationGratitude Care Package! *(Add photo and, space allowing, more hashtags.)*

Facebook & Instagram: I've started a “Cents for Service” Drive to collect loose change for Operation Gratitude, the 501c3 non-profit, volunteer-based organization that sends Care Packages to our Deployed Troops, Veterans, Military Children, Recruit Graduates, First Responders, and Wounded Heroes & Caregivers. Want to help? Please contact me for more information and details. *(Add photo and hashtags. Link to Operation Gratitude: @OperationGratitude on Facebook; @OpGratitude on Instagram.)*

ONCE YOUR COLLECTION DRIVE IS OVER

Twitter: Thank you for donating to my/our #OGCentsForService Drive in support of our nation's heroes. We collected \$XX.XX -- enough to send XX #OperationGratitude Care Packages! *(Attach photo and add hashtags.)*

Facebook & Instagram: Thanks to your generosity, my/our “Cents for Service” Drive collected \$XX.XX -- enough to send XX Operation Gratitude Care Packages going to deployed U.S. Troops, Veterans, First Responders, Military Children, Recruit Graduates, and Wounded Heroes & Caregivers! Thank you for your help and support! *(Attach photo; link to our accounts: @OperationGratitude on Facebook and/or @OpGratitude on Instagram. Add hashtags.)*

HASHTAGS TO USE IN YOUR POSTS AND TWEETS

Pick and choose ones you like best!

- #OperationGratitude
- #OGCentsForService
- #OGMakeEveryPennyCount
- #OGMakeEveryMinuteCount
- #SupportHeroes
- #USMilitary
- #FirstResponders
- #CarePackages

We'd love to see your Cents for Service photos, too! Please share them with us via email: Info@OperationGratitude.com.

OperationGratitude.com | **QUESTIONS?** Info@OperationGratitude.com | 1-800-651-8031



OperationGratitude



OpGratitude



Operation Gratitude