

You can use any of the suggested sample posts below or create your own. But make sure to tag us and use the hashtag **#IWill**, **#UWRRV**, **#815Day2023**, and **#RockfordDay2023**.

**Our Channels are:**

Facebook, Instagram, Twitter & LinkedIn: @unitedwayrrv

**Week 1: Raise Awareness (August 15-22)**

Sample posts:

- United Way is excited to announce its plan to tackle Winnebago County's low literacy on September 8! Show your support for this urgent priority. Take the #IWill pledge!
- What would you have to believe to imagine *all* children in Winnebago County on a path to literacy in third grade by 2034? Believe with us. Take the #IWill pledge today!
- Nearly 30 community partners from across Winnebago County have come together to take on third-grade reading as an urgent priority for all who care about children's health and well-being. Support our work by pledging #IWill today!

**Week 2: Pledge to Support Literacy in the 815 (August 22-29)**

Sample posts:

- In Winnebago County, only 1 in 3 students can read at a third-grade level or above. Learn more about why a low literacy rate affects our community. Pledge #IWill.
- We learned that our efforts to change long-term outcomes must begin early—long before children enter kindergarten. Learn about #IWill and take the pledge!
- Join us to help thousands of children, families, and our community to unlock their full potential! Learn about #IWill and take the pledge!

**Week 3: Pledge to Support Literacy in the 815 (August 29-September 5)**

Sample posts:

- You are your child's first and most important teacher. Pledge #IWill today!
- United Way and its community partners are working hard to ensure our children are on track to achieving third-grade reading proficiency. You are invited to join this effort. Take the #IWill pledge!
- Children who can't read by third grade are four times more likely to drop out of high school than proficient readers. Pledge #IWill

**Week 4: Pledge to Get Involved (September 5-12)**

Sample posts:

- United Way of Rock River Valley and its partners are rallying people, organizations, and our communities to join us in this effort to increase literacy. Learn more about how you can get involved on September 8, and pledge #IWill.
- Help your community increase its literacy rate. Take the #IWill pledge!
- Celebrate United Way's commitment to literacy by wearing the #IWill stickers and pledging to get Winnebago County reading!