

## Project Lucas Social Media Content

### **About Backpacks For Africa**

The average Kenyan family makes less than two dollars a day, leaving most children unable to afford school supplies and, therefore, unable to attend school. Project Lucas provides children with backpacks that are filled with enough school supplies for each child to attend school for two years. Will you donate to help change the world one child at a time? Go to [\[personal fundraising page URL\]](#)

Project Lucas shares the gospel with impoverished Kenyan children while equipping them to escape poverty. By meeting needs, giving access to education, and investing in their communities, Project Lucas is able to help change the world one child at a time. Check out my [\[personal fundraising page URL\]](#) to see how you can help.

### **General event announcement**

I can't wait for the #ProjectLucasChallenge. I have accepted the Project Lucas Fitness Challenge and will be [\[type of exercise\]](#) for [\[personal goal\]](#) miles to help my team reach - [\[team goal\]](#). We are raising money to help children in Kenya attend school that could not afford to do so on their own. You can support me and learn more by visiting my campaign page: [\[personal fundraising page URL\]](#)

The #ProjectLucasChallenge will take place May 14-16, 2021. It is a virtual exercise challenge where teams will exercise, bike, walk, or run ([team goal](#))- I will be participating with [\[Team name\]](#)! We are raising money to help ([\\_\\_ number of children](#)) go to school for the next two years. You can support us by donating at [\[personal or team fundraising page URL\]](#) and sharing the campaign page.

### **Why I am participating**

I am participating in the #ProjectLucasChallenge because of amazing stories like these: [projectlucas.org/stories](http://projectlucas.org/stories). Visit my campaign page at [\[personal fundraising page URL\]](#).

I am participating in the #ProjectLucasChallenge because I want to help children in Kenya who could not afford an education to receive one. Every \$20 I raise buys a backpack that allows one child to attend school for 2 years. Check out this video to see what it's like when children in Kenya receive a backpack: <https://vimeo.com/354690707>, then go to my personal page to help [\[personal fundraising page URL\]](#).

### **Share your Project Lucas story**

[\[Share your personal Project Lucas story\]](#). That is why I chose the #ProjectLucasChallenge - to bring awareness and raise money for Project Lucas. You can learn more about my campaign and donate at [\[personal fundraising page URL\]](#).

Check out this amazing story about the impact of a simple backpack in Kenya: [vimeo.com/358206732](https://vimeo.com/358206732). Then go to my [\[personal fundraising page URL\]](#) to donate.

### **The Challenge Has Started**

The #ProjectLucasChallenge starts this weekend! I will be [type of exercise] this weekend to raise money for Project Lucas to help Kenyan children attend school who are unable to afford it on their own. You can support me by donating to my campaign, sharing my page, or just dropping some words of encouragement! [personal fundraising page URL]

### **After Work Outs**

I just finished my workout for the #ProjectLucasChallenge! 🏃 I [type of exercise] for [number of miles] miles - phew! Who can make the first donation after my first workout? Donate now at [personal fundraising page URL].

### **End of challenge**

Woo hoo! I met my #ProjectLucasChallenge exercise goal! 🎉 Check out my page: [personal fundraising page URL]

### **Thank you**

Thank you so much to everyone who donated to my #ProjectLucasChallenge campaign! With your help, I raised [total amount raised] to support @ProjectLucas and help Kenyan children attend school. Together we are going to make an impact on the lives of children in Kenya and their families.

Wow! Thanks to everyone who donated to my #ProjectLucasChallenge campaign I was able to raise [amount raised], which means [#of children] will be able to attend school! Thank you so much for supporting me and Project Lucas. It means so much!

Some links to share

More about Backpacks For Africa:  
[projectlucas.org/backpacks](http://projectlucas.org/backpacks)

Backpack Day:  
[projectlucas.org/backpack-day](http://projectlucas.org/backpack-day)

Backpack Day Video:  
[vimeo.com/354690707](https://vimeo.com/354690707)

Amazing interview with a Kenyan teacher about the impact the backpacks make:

[vimeo.com/358206732](https://vimeo.com/358206732)