

MINUTES for Mentor Mothers

#MinutesMatter



Supporter Social Media Toolkit:

Thank you for supporting *Minutes for Mentor Mothers*! By taking part your time can make a huge impact by helping mothers2mothers (m2m) Mentor Mothers—the incredible 1,800 women living with HIV we employ across ten African countries who are creating health, hope, and an HIV-free future for over one million women, children, and families. This toolkit is our way of supporting you in that journey! You'll find everything you need to post about the *Minutes for Mentor Mothers* virtual challenge below. Keep your family and friends, as well as us at m2m, on your progress, using #MinutesMatter and tagging m2m on your social media platforms:

Facebook: [@mothers2mothersintl](https://www.facebook.com/mothers2mothersintl)

Instagram: [@mothers2mothers](https://www.instagram.com/mothers2mothers)

LinkedIn: [@mothers2mothers](https://www.linkedin.com/company/mothers2mothers)

Twitter: [@m2mtweets](https://twitter.com/m2mtweets)

Posting on social media:

We have provided template social media captions below for you to make your own and post on your social media channels to get the word out and encourage others to either donate, or make their #MinutesMatter alongside you.

We wish you the best of luck!

A few handy notes:

- We have a full calendar of social media content planned between now and the kick off of the *Minutes for Mentor Mothers* challenge on 10th September. Keep an eye on our social media channels and share our posts with your followers!
- If you would like to use one of our photos, you are welcome to use any of the images available in this folder: [Social Media Assets](#).
- Do reach out to us if you have any specific requests or needs, we would be happy to work with you to create amazing content for your social media channels.

Fundraising Posts:

Facebook/Instagram:

This September I am excited to be taking part in @mothers2mothers' (m2m) Minutes for Mentor Mothers challenge. By donating my minutes to m2m Mentor Mothers, I am helping to support this amazing group of 1,800 women living with HIV who are employed by m2m as frontline health workers in ten African countries and who provide lifesaving health education and support to some of the most marginalised and vulnerable women, children, and families.

Today I need your support to help me make my #MinutesMatter! With your donation, we can ensure that Mentor Mothers can continue to support the women, girls, and children when they need it most. The minutes we donate can do so many things:

- Change the life of a mother who wants to ensure her baby is born and stays HIV-free.
- Set a baby up for success as he or she grows into a healthy, well-developed child.
- Support adolescent girls and young women to make important health and life choices.

Together we can make a huge difference by helping create health, hope and an HIV-free future for over one million women, children, and families across 10 African nations. Any amount, big or small, will make a huge impact.

Instagram: You can find my fundraising link in my bio. Please click to support!

Facebook: Click here to help make my #MinutesMatter! (Insert link to your fundraising page)

Twitter:

I need your help to make my #MinutesMatter! I signed up for the *Minutes for Mentor Mothers* challenge & I will be exercising to raise funds for @m2mtweets and the 1,800 m2m Mentor Mothers from 10th - 30th September. Please support me: (*Insert your fundraising page link*)

It's time to make our #MinutesMatter! I am donating (15 / 30 / 60) minutes a day for the 20 days in September to @m2mtweets Mentor Mothers to raise funds for their life-saving work to create a better, healthier world! Help me fundraise today:

LinkedIn:

This September my team at (tag your workplace) are taking part in @mothers2mothers' (m2m) Minutes for Mentor Mothers challenge, and I am donating my minutes to m2m Mentor Mothers!

These inspiring women who are living with HIV are employed by m2m as frontline health workers to provide lifesaving health education and support to their communities across sub-Saharan Africa.

Today I need your help to make sure our #MinutesMatter! With your donation, we can ensure that women, families, and children continue to receive time and support from m2m Mentor Mothers when they need it most.

Together we can make a huge difference by helping create health, hope, and an HIV-free future for over one million women, children, and families across 10 African nations.

(If applicable) Our company (tag your workplace) has generously offered to match the funds we raise, doubling the impact you can make with your donation! Please click the link to help make our #MinutesMatter! >>

Recruitment Posts:

Facebook/Instagram:

I just signed-up for @mothers2mothersintl/@mothers2mothers' exciting new challenge event: Minutes for Mentor Mothers! This is a unique opportunity to pick an activity that you love and a time challenge that suits you to raise critical awareness and funds for m2m's community of inspiring women—the 1,800 Mentor Mothers employed by m2m as frontline health workers who are using their time to connect their peers to lifesaving health services and education, at a time when they need it most.

With this challenge, you can create healthy new habits in your own life while helping to create health, hope, and an HIV-free future for over one million women, children, and families across 10 African nations.

We are stronger together! Because together, we can make sure our time truly counts for the health and wellbeing of those who need precious minutes with Mentor Mothers most.

Join me and rise to the challenge today >> <https://m2m.org/minutes> #MinutesMatter

Or

Join me and sign up today to make your #MinutesMatter. Click on the link in bio

Twitter:

I am donating my time, and raising critical funds for @m2mtweets' community of inspiring women—the 1,800 Mentor Mothers employed as frontline health workers! Join me, and make your #MinutesMatter by signing-up to the Minutes for Mentor Mothers challenge! <https://m2m.org/minutes>

LinkedIn:

My team and I at (tag your employer) have signed up for @mothers2mothers' exciting new challenge event: Minutes for Mentor Mothers! Have you spoken to your colleagues about getting involved yet? Here's what you need to do:

Choose from three time commitments (15/30/60 mins a day), which can be either taken on as an individual or as part of a workplace or family team, doing whatever you love – whether it is cycling, rowing, running, or something else... You can spread your

challenge over the 20 days of the Minutes for Mentor Mother challenge (which runs 10 - 30 September) or take it on all in one go and dedicate 300, 600 or 1,200 minutes all at once! Whatever suits you!

This is a unique opportunity to create healthy new habits in your own life while raising critical awareness and funds for m2m's community of inspiring women—the 1,800 Mentor Mothers employed by m2m as frontline health workers who are using their time to connect their peers to lifesaving health services and education, at a time when they need it most.

No matter where you are, what work you do, or how big your organisation is, join us today to help create health, hope, and an HIV-free future for over one million women, children, and families across 10 African nations. Sign up today to make your #MinutesMatter >><https://m2m.org/minutes>

Posts linked to your chosen time commitment:

15 minutes

Facebook:

This September, I am making my #MinutesMatter by taking part in @mothers2mothers' (m2m) Minutes for Mentor Mothers challenge and committing to <run><yoga><cycle><row> for 15 minutes every day for 20 days, from the 10th of September, to raise funds for m2m's community of inspiring women—the 1,800 women living with HIV employed by m2m as Mentor Mothers, frontline health workers who are creating health, hope, and an HIV-free future.

In 15 minutes, a Mentor Mother could run a play group corner session for children aged 0-5 years old. In these sessions, m2m's youngest clients can play with a variety of educational toys, while their parents learn about vital topics including the importance of play in development, positive discipline, nutrition, and how to make toys to keep their child stimulated with materials available in their home.

This time has a real and meaningful impact! At m2m, 94% the children aged 0-3 in our integrated early childhood development programme in 2019 achieved all relevant developmental milestones on their first birthday.

With your support I can help raise critical funds needed to make this vital work possible and help create health and hope for over one million women, children, and families across 10 African nations. Please support me by donating here >>

Instagram:

This September, I am making my #MinutesMatter by taking part in @mothers2mothers' (m2m) Minutes for Mentor Mothers challenge and committing to <run><yoga><cycle><row> for 15 minutes every day for 20 days, from the 10th of September, to raise funds for m2m's community of inspiring women—the 1,800 women living with HIV employed by m2m as Mentor Mothers, frontline health workers who are creating health, hope, and an HIV-free future.

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LinkedIn:

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Twitter:

In 15mins, an @m2mtweets Mentor Mother could run a play group corner session for children aged 0-5 years old. I am making my #MinutesMatter by donating 15 minutes every day in solidarity and fundraising for these incredible women. Join me!
<https://m2m.org/minutes>

30 minutes

Facebook:

This September, I am making my #MinutesMatter by taking part in @mothers2mothers' (m2m) Minutes for Mentor Mothers challenge and committing to <run><yoga><cycle><row> for 30 minutes every day for 20 days, from the 10th of September, to raise funds for m2m's community of inspiring women—the 1,800 women

living with HIV employed by m2m as Mentor Mothers, frontline health workers who are creating health, hope, and an HIV-free future.

In 30 minutes, a Mentor Mother could provide lifesaving emotional and health support, as well as friendly reassurance to an expectant or new mother who has recently been diagnosed with HIV, by drawing on her own shared experiences. This can be the first step on the path to good health for the mother, and an HIV-free future for her unborn child.

This time has a proven, and meaningful impact! In 2019, 99% of women enrolled in our programme who are living with HIV accessed treatment, substantially higher than an 85% benchmark in Eastern and Southern Africa.

With your support I can help raise critical funds needed to make this vital work possible and help create health, hope and an HIV-free future for over one million women, children, and families across 10 African nations. Please support me by donating here >>

Instagram:

I am making my #MinutesMatter by taking part in @mothers2mothers' (m2m) Minutes for Mentor Mothers challenge and committing to <run><yoga><cycle><row> for 30 minutes every day for 20 days, from the 10th of September, to raise funds for m2m's community of inspiring women—the 1,800 women living with HIV employed by m2m as Mentor Mothers, frontline health workers who are creating health, hope, and an HIV-free future.

In 30 minutes, a Mentor Mother could provide lifesaving emotional and health support, as well as friendly reassurance to a new expectant mother who has recently been diagnosed with HIV, by drawing on her own shared experiences. This can be the first step on the path to good health for the mother, and an HIV-free future for her unborn child.

With your support I can help raise critical funds needed to make this vital work possible and help create health, hope and an HIV-free future for over one million women, children, and families across 10 African nations.

Please follow the link to my fundraising page in bio to make a donation, thank you!

LinkedIn:

This September, my colleagues and I at (tag your workplace) are making our #MinutesMatter by taking part in @mothers2mothers' Minutes for Mentor Mothers challenge. We are committing to exercise for 30 minutes every day for 20 days, from the 10th of September, to raise funds for m2m's community of inspiring women—the 1,800 women living with HIV employed by m2m as Mentor Mothers, frontline health workers who are creating health, hope, and an HIV-free future.

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Twitter:

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<https://m2m.org/minutes>

60 minutes

Facebook:

This September, I am making my #MinutesMatter by taking part in @mothers2mothers' (m2m) Minutes for Mentor Mothers challenge and committing to <run><yoga><cycle><row> for 60 minutes every day for 20 days, from the 10th of September, to raise funds for m2m's community of inspiring women—the 1,800 women living with HIV employed by m2m as Mentor Mothers, frontline health workers who are creating health, hope, and an HIV-free future.

In 60 minutes, an m2m Mentor Mother could offer a safe space for an adolescent girl to be educated on her health rights and choices, helping ensure she is equipped with the tools and knowledge she needs to make informed decisions about her future.

In 2019, 182,431 adolescents (aged 10-19) were enrolled in m2m's programme—a 27% rise over the previous year.

With your support I can help raise critical funds needed to make this vital work possible, extend this reach further, and help create health, hope, and an HIV-free future for over one million women, children, and families across 10 African nations. Please support me by donating here >>

Instagram:

This September, I am making my #MinutesMatter by taking part in @mothers2mothers' (m2m) Minutes for Mentor Mothers challenge and committing to <run><yoga><cycle><row> for 60 minutes every day for 20 days, from the 10th of September, to raise funds for m2m's community of inspiring women—the 1,800 women living with HIV employed by m2m as Mentor Mothers, frontline health workers who are creating health, hope, and an HIV-free future.

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For any questions contact events@m2m.org



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