



CHRISTIAN AID WEEK 2024

Social Media Toolkit

What is Christian Aid Week?

Seven days, so many ways to make a difference.

This is a week when we come together to raise funds, act and pray for our global neighbours in a celebration of hope for a fairer world.

What makes this year different?

This year, we are focusing on our work in Burundi, one of the poorest countries in Africa. Through the remarkable story of Aline, who overcame a long and difficult journey out of extreme poverty, we are aiming to support others in the same way. This begins with just a little support, knowledge and faith from Christian Aid supporters like you.

You'll see we use the phrase '**Seven days, so many ways**' throughout our social media and promotional materials this year. We hope this will help get people excited about all the different ways they could raise funds this Christian Aid Week.

What is the purpose of this toolkit?

This toolkit is designed for individuals, groups and congregations to help share their Christian Aid Week journey via social media. You are welcome to use the posts and assets shared in this toolkit to promote all that you are doing for Christian Aid Week this year.

By posting on social media, you can help to inspire others to find out about our work and to get involved.

Don't forget to **tag us** in your Christian Aid Week posts so we can like and share them on our social media channels:

Christian Aid UK

- Facebook: **@Christian Aid**
- Instagram: **@christianaiduk**
- X (Twitter): **@christian_aid**
- LinkedIn: **@Christian Aid**
- TikTok: **@christian_aid**

Christian Aid Scotland

- Facebook: **@Christian Aid Scotland**
- Instagram: **@christianaidscotland**
- X (Twitter): **@christianaidSCO**

Christian Aid Ireland

- Facebook: **@Christian Aid Ireland**
- Instagram: **@christianaidirl**
- X (Twitter): **@ChristianAidIrl**

Christian Aid Wales

- Facebook: **@Cymorth Cristnogol // Christian Aid in Wales**

Thank you for promoting Christian Aid Week.

Posts you can share:

Christian Aid Week 2024 Social Media Banners



[Download resources](#)

70k in May



Caption idea: 'Move 70km during May. Walk, run, cycle, however you move is up to you. Invite your friends and family to sponsor you, or even complete the challenge with you! Push back against the inhumanity of poverty this Christian Aid Week.'

[Download resources](#)

Aline's Quotes



Caption idea: 'Despite feeling the full force of extreme poverty, Aline was determined to push back, driven by hope, faith and the love of her children. She transformed her life with a little help from Christian Aid. Will you help someone push back against poverty this Christian Aid Week?'

[Download resources](#)

Costings



Caption idea: 'With your support, more families can build reliable and diverse incomes that bring them food security, better health, safer homes, increased resilience and hope. Please give today.'

[Download resource](#)

Prayers



Caption idea: 'Pray this Christian Aid Week that people pushed to the brink by poverty find the strength and opportunity to push back harder and fulfil their hopes and ambitions.'

[Download resources](#)

Christian Aid Week Videos



[Share videos](#)

Words & phrases to use:

- **Christian Aid Week**
- **7 days so many ways**
- **Pray for Christian Aid Week**
- **Fundraise**
- **Worship**
- **Campaign**
- **70k in May**
- **I'm / We're taking part in Christian Aid Week**

Hashtags (#) to use:

- **#CAWeek24**
- **#7DaysManyWays**
- **#70kInMay**

Christian Aid Week Resources

Our website has guides, resources and ideas to help you make your fundraising a success this Christian Aid Week.

[Printable Donation
Box \(English\)](#)

[Schools Resource:
Reflective Journey](#)

[CAW Quiz \(Scottish\)](#)

[CAW Quiz Answers
\(Scottish\)](#)

What you achieved by taking part last year:



You supported us as we stood in solidarity with farmers like Jen and Esther in Malawi and were inspired by the small but mighty pigeon pea.

Supported our work by holding plant sales at various churches, as well as an array of quiz fundraisers. Our quiz for 2024 is available to download and use at your local fundraiser [on our website](#).



Successfully organised coffee mornings to raise money, catchup with friends and family over a hot drink or some delicious food.

Hosted a Christian Aid Week service or collection for individuals to pray and reflect.



Contact us

For further information, please reach out to us through our [website](#).