

JETs Rally for Tohoku Fund Drive in support of Taylor Anderson Memorial Fund

Social Media Guide

March 11 (Midnight JST)
March 10 (11am EST/8am PST)

This guide is to help JETAA chapter leaders in promoting the JETs Rally for Tohoku fund drive. In order for this drive to be successful, we encourage JETAA chapter officers, as well as individual JET alumni and the community, to promote the fund drive on all social media channels. To make it easier for participants, we have created a number of examples of different social media platforms below that you can cut and paste from. Posts from personal accounts, not just chapter accounts, will deliver a strong message through personal reflection and experience. This will be a good way to reach beyond just JETAA for donations.



Chapter Website Announcement

Donate for Tohoku on March 10 & 11 and Make Your Support TWICE As Effective!

Support the Taylor Anderson Memorial Foundation by donating during a drive that starts when the clock strikes midnight in Japan on March 11. GlobalGiving has offered to match these donations. This is a great opportunity to show your ongoing support for Tohoku by going to the Global Giving website on March 11th to make a donation during the matching grant period.

Donation website: www.globalgiving.org/fundraisers/jets-rally-for-tohoku
Start time: 12:00 midnight Japan time on 3/11 (11 a.m. EST on March 10; 8 a.m. PST, etc.)

Background

Three years have passed since the Great East Japan Earthquake and Tsunami and the devastation in Tohoku has largely faded from the news. However, so much remains to be done for the survivors and TAMF has been partnering with a number of organizations in Japan to provide relief and help the people of Tohoku build a strong and vibrant future. TAMF has provided funding to the following projects:

- Smile Together Ishinomaki
- Living Dreams: Tohoku Kids Project
- Hope for Tomorrow
- JET Micro Grants
- Taylor Anderson Reading Corners
- Taylor Sendai YMCA Scholarships
- Exchange Programs

For more information on TAMF, please go to <http://www.taylorandersonmemorialfund.org/>, their Facebook page at <https://www.facebook.com/taylorandersonmemorialfund>, or watch the NHK interview with Jeanne and Andy at <https://vimeo.com/86637051>. JETAA USA is proud to partner with TAMF to carry on the support JETs and JET alumni have shown for Japan and the people of Tohoku ever since March 2011.

Details:

All donations up to \$1,000 per individual donor made to the Taylor Anderson Memorial Fund on March 11th Japan time will be matched by Global Giving through their Japan Match Global Giving program. (Global Giving will charge a 15% facilitation fee to cover their costs, which donors may choose to cover if they wish so that their full donation amount goes to TAMF. See the Global Giving page for details.)

We are also very happy to see Ambassador Kennedy lending her support to their mission, as well. For coverage of her trip to Ishinomaki and visit to Mangokuura Elementary School, where Taylor taught, please check out the article at <http://ajw.asahi.com/article/0311disaster/recovery/AJ201311250099>

Post Images



taylorandersonmemorialfund.org

Double your gift to support students & schools of Tohoku as we #remember311.

March 11, 2015 JST
(11am EST/8am PST)

globalgiving.org/fundraisers/jets-rally-for-tohoku



#Remember311

Donations matched
3/11 JST (11am EST/8am PST)
globalgiving/fundraisers/jets-rally-for-tohoku



#Remember311



Donations matched
3/11 JST (11am EST/8am PST)
globalgiving.org/fundraisers/jets-rally-for-tohoku



#Remember311

Donations matched
March 11, 2015 JST
globalgiving/fundraisers/jets-rally-for-tohoku





Chapter Announcements

Its been 4 years. Donate to the Taylor Anderson Memorial Foundation during the JETs Rally for Tohoku donation drive that starts when the clock strikes midnight in Japan on March 11 (11 a.m. EST on March 10; 8 a.m. PST, etc.) and have your donations MATCHED by GlobalGiving. Donate now. www.globalgiving.org/fundraisers/jets-rally-for-tohoku #remember311

Join the global JET community and GlobalGiving in supporting Tohoku students by donating to the Taylor Anderson Memorial Fund and its support for student programs in the communities still recovering from 3/11. Give any time. BUT... your donation is DOUBLED if you give during the JETs Rally for Tohoku donation drive that starts when the clock strikes midnight in Japan on March 11. <http://www.globalgiving.org/fundraisers/jets-rally-for-tohoku> #remember311

Have you donated to JETs Rally for Tohoku yet? There's still time to have your donation DOUBLED to help students, families and schools in Tohoku recover. To donate, visit <http://www.globalgiving.org/fundraisers/jets-rally-for-tohoku> #remember311



Personal Announcements

I just donated to the JETs Rally for Tohoku fund drive in support of the Taylor Anderson Memorial Fund. GlobalGiving is matching all donations today. The Fund supports a number of projects in the communities still recovering from the earthquake and tsunami 4 years ago. I chose to support "Help Students, Families, and Schools Recover" because being a JET Program Alumni, this money goes to continuing English education and helping Japanese children. This is a great chance for your money to directly help students, families schools and communities still recovering from the earthquake and tsunami. Please consider a donation. <http://www.globalgiving.org/fundraisers/jets-rally-for-tohoku> #remember311



Today is the anniv of 2011 EQ & tsunami. Pls RT if you support #Japan. #remember311 Donate at <http://www.globalgiving.org/jets-rally-for-tohoku>

Its been 4yrs. Continue to help Japan's students & schools. Donations MATCHED on anniv of EQ & tsunami. <http://www.globalgiving.org/jets-rally-for-tohoku> #remember311

Double your donation for Tohoku recovery on 3/11 TODAY ONLY at [globalgiving.org/jets-rally-for-tohoku](http://www.globalgiving.org/jets-rally-for-tohoku) #remember311

Still time to double donations to help Japan's students & schools recover. Donations matched TODAY <http://www.globalgiving.org/fundraisers/jets-rally-for-tohoku> #remember311

I just donated to support Japan's students families & schools from EQ & tsunami. Donations DOUBLED by @globalgiving TODAY! #remember311