May 31, 2025 • 6-9 pm | The Showbarn at Thanksgiving Point

Honoring the

NAMES BEHIND THE NUMBERS

Gala at Thanksgiving Point

PROMISE 2 LIVE .org

Social Media Toolkit

Dear Partner,

We invite you to join us in promoting the inaugural **P2L Gala - A Night of Hope & Healing**, happening **May 31st**. By sharing our social media content across your channels, you are helping to spread the word about the launch of our new campaign, ***Names Behind the Numbers***.

We've made it easy for you by providing a schedule and a series of posts tailored for X, Facebook, Instagram, and LinkedIn. **Access to all the images and videos is provided on the last page of this PDF.**

Social Media Campaign Schedule

Week	Platform Focus	Theme
Week 1 (May 6–12)	Facebook, LinkedIn	Event Announcement & Early Ticket Push
Week 2 (May 13–19)	Instagram, X	Focus on Campaign + Countdown posts
Week 3 (May 20–23)	All Platforms	Highlight Event + Countdown posts

We encourage you to not only share our posts but to post organically on your accounts and tag **@Promise2Live.** Please use our official hashtags #P2LGala #NamesBehindTheNumbers #Promise2Live to create a unified voice across all platforms. Your support in amplifying these messages will be instrumental in making this gala a success with **ticket sales ending May 23rd.**

Week of May 6-12: Brandy Invitation Video

Facebook/LinkedIn:
🎉 Join us on May 31st at the breathtaking Showbarn at Thanksgiving Point for the Promise2Live Gala – a night of hope, healing, and change.
🌟 We'll share stories of survival, raise funds for suicide prevention, and launch our "Names Behind the Numbers" campaign – because every 40 seconds, a life is lost. But behind every number is a name, a story, a family.
🎟️ Get your tickets now: https://tinyurl.com/mrx8m5ze
#Promise2Live #P2LGala #NamesBehindTheNumbers



Video 1 - Brandy Invitation
https://youtu.be/8sSiGW0HbIE?si=tqLAO7PCf3aJ2BpQ

We're aiming to sell 300 tickets to the gala! Sponsorships are welcomed! As a sponsor, you'll be featured in our digital and print materials, with exclusive branding opportunities available. Sponsorships start at $2,500. Let's make a difference together! Contact Brandy Vega at brandy@gooddeedrevolution.org

Facebook/Linkedin:

🎟️ Tickets are going fast! Don't wait—buy yours today for the Promise2Live Gala on May 31st at the stunning Showbarn at Thanksgiving Point.

This powerful evening of hope, healing, and action will feature inspiring stories of survival, live entertainment by The Free Radials, and the launch of our "Names Behind the Numbers" campaign—a movement to honor lives lost to suicide and drive real change.

💙 Your ticket makes a difference. Every seat sold supports suicide prevention efforts and helps us provide resources to those who need them most.

✅ Be there. Take a stand. Help save lives.

🎫 Buy now: https://tinyurl.com/mrx8m5ze

#Promise2Live #P2LGala #BuyYourTicket #EndSuicide #MentalHealthAwareness #NamesBehindTheNumbers



Image 1 - Get Your Tickets

Week of May 13-19: Focus on campaign & Countdown

X:

Option 1

Join us May 31 at Thanksgiving Point for the #P2LGala. An evening of hope, healing, & action to #EndSuicide.

🎟️ Grab tickets now: https://tinyurl.com/mrx8m5ze

#Promise2Live #NamesBehindTheNumbers #MentalHealth

Option 2

💔 Every 40 seconds, a life is lost to suicide.

Behind every number, a name.

Join us May 31 at the #Promise2Live Gala to support change.

🕊️ https://tinyurl.com/mrx8m5ze

#NamesBehindTheNumbers #P2LGala



Image Options





Video 2 - https://youtu.be/-17ml3oJyQM?si=vXfy8-kPyqJgU0jo

Instagram Reel:

🫠 A night of purpose, passion, and prevention.

On May 31st, we gather at the beautiful Showbarn at Thanksgiving Point for the Promise2Live Gala—to raise awareness, share stories, and bring hope to those impacted by suicide.

🎤 Inspiring speakers: Kevin Guest & Tom Ballard

🎶 Live entertainment: The Free Radicals

🍽️ Delicious dinner

💙 Silent Auction

Every 40 seconds, someone dies by suicide. Together, we can change that.

🎟️ Tickets: https://tinyurl.com/mrx8m5ze

#Promise2Live #P2LGala #EndSuicide #MentalHealthAwareness #NamesBehindTheNumbers

Week of May 20-23: Highlight Event & Countdown

Facebook/Instagram/LinkedIn:

🎟️ Tickets are on sale now for the Promise2Live Gala—happening May 31st at the beautiful Showbarn at Thanksgiving Point in Lehi, Utah!

🌟 We're honored to welcome special guests Kevin Guest (Executive Chairman, USANA) and Tom Ballard (renowned suicide prevention advocate), joining us for a powerful night of hope, healing, and purpose. Live music by The Free Radicals!

✨ The evening will include silent auction, gourmet dinner, Wall of Remembrance, and the launch of our "Names Behind the Numbers" campaign—because behind every statistic is a life that matters.

💙 Every ticket supports suicide prevention efforts. Let's come together and make a difference.

🎫 Reserve your seat today: https://tinyurl.com/mrx8m5ze

#Promise2Live #P2LGala #KevinGuest #TomBallard #EndSuicide #NamesBehindTheNumbers #WallOfRemembrance



More Image Options + Video

X:

🎟️ Join us May 31 at the #Promise2Live Gala with special guests Kevin Guest & Tom Ballard! A night of hope, healing & action to prevent suicide. 💙#WallOfRemembrance

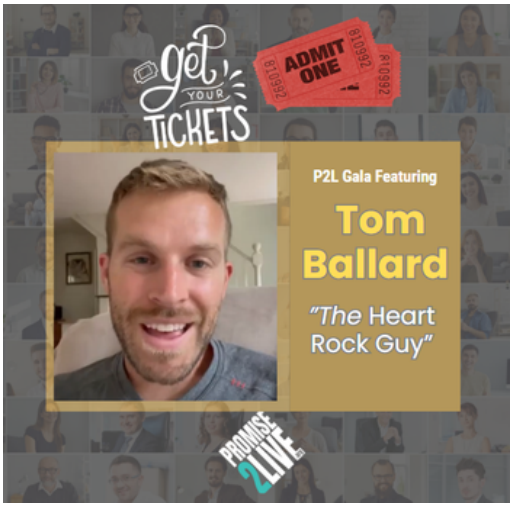
🎫 Get your tickets now: https://tinyurl.com/mrx8m5ze

#P2LGala #EndSuicide #NamesBehindTheNumbers











Create your own selfie video invite!



Optional Gala Promotion Posts



Video 3 - https://youtu.be/-17ml3oJyQM?si=MN7Zub1tPOcdhwF7

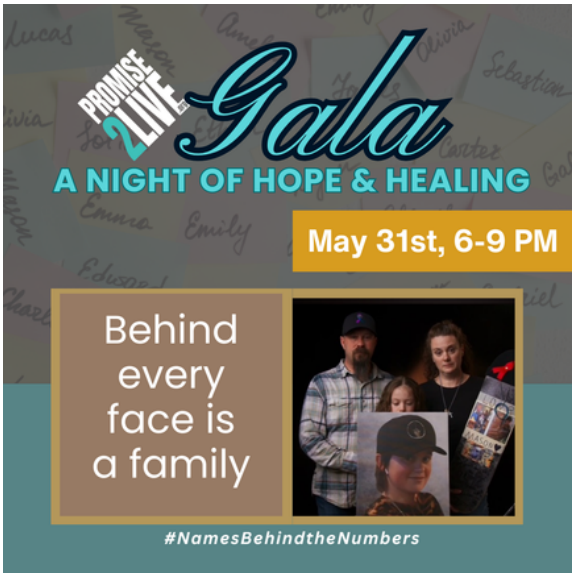


Image Options



Facebook/Instagram/LinkedIn:

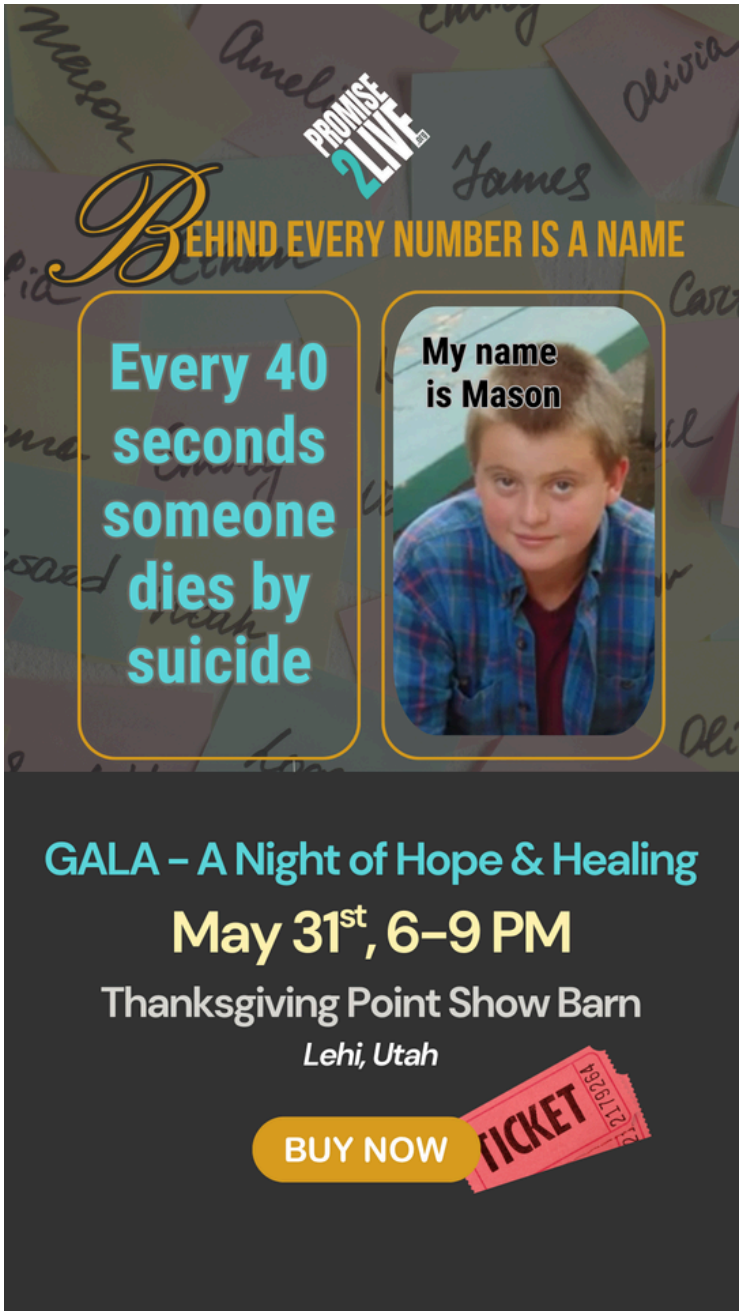
⏳ This is it—just days away!
The Promise2Live Gala is happening THIS FRIDAY, May 31st at the stunning Showbarn at Thanksgiving Point. Don't miss your chance to be part of a life-changing evening.
🎤 Special Guests: Kevin Guest & Tom Ballard
🎶 Live Music: The Free Radicals
🍽️ Dinner | 💙 Silent Auction | 🕯️ Wall of Remembrance
Every 40 seconds, someone dies by suicide. Your ticket helps us put names to the faces of lives lost so they are not just a statistic.
🚨 Seats are limited—buy your tickets NOW: https://tinyurl.com/mrx8m5ze
#Promise2Live #P2LGala #EndSuicide #NamesBehindTheNumbers #MentalHealthAwareness

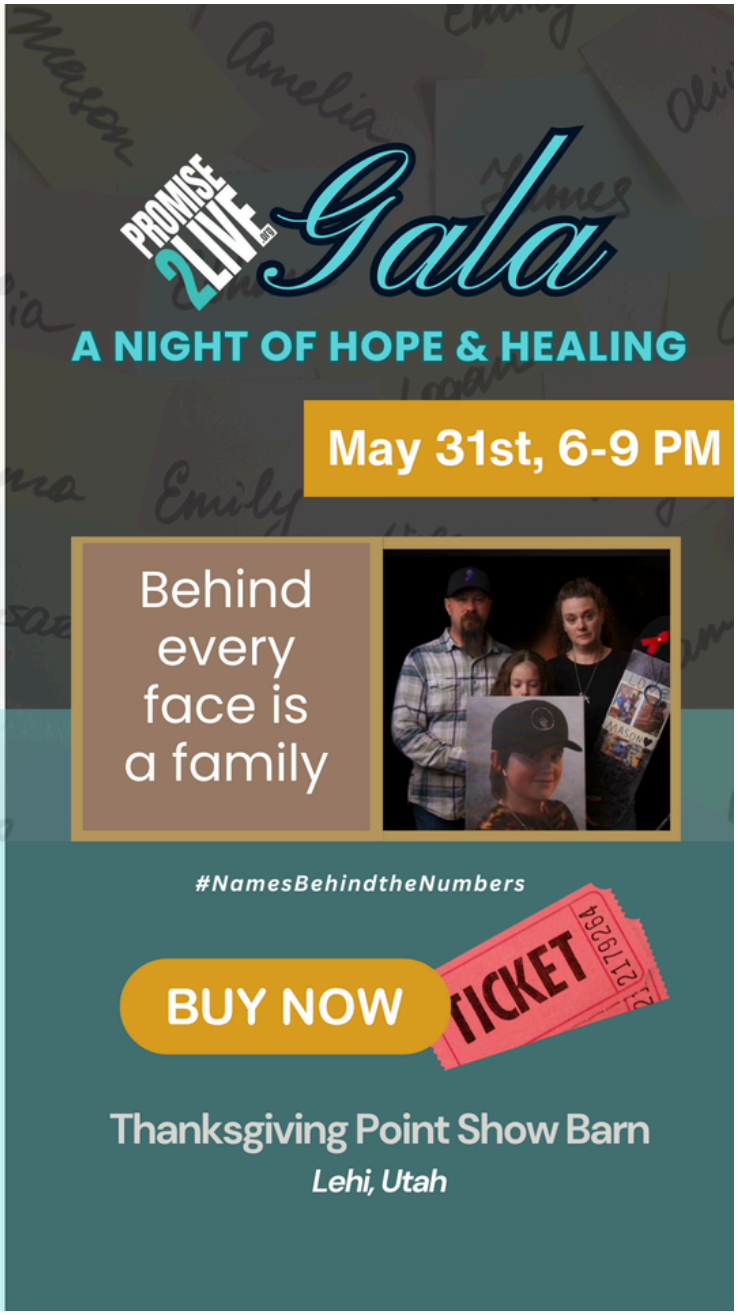
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⏳The #Promise2Live Gala is THIS FRIDAY, May 31!
🎤 Kevin Guest & Tom Ballard
🎶 The Free Radicals
💙 Dinner, Silent Auction, Wall of Remembrance
Every 40 seconds, a life is lost to suicide. Your ticket helps save lives.
🎟️ Get yours now: https://tinyurl.com/mrx8m5ze
#P2LGala #EndSuicide #NamesBehindTheNumbers

Facebook / Instagram Stories

These story posts can be published any time since they only last 24 hours. We encourage you to post them often with the URL link added: https://tinyurl.com/mrx8m5ze



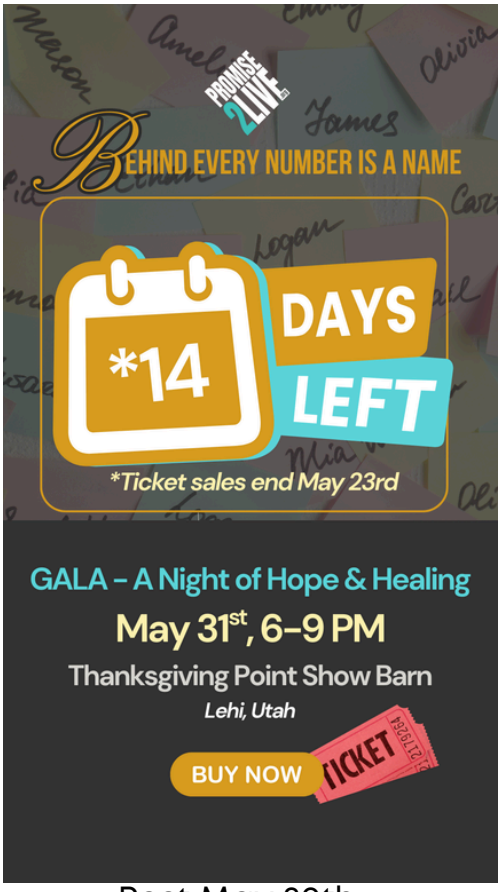


Don't forget to follow P2L on its accounts! You can share all of our posts, too.

@promise2livechallenge @promise2liveofficlal @promise2live

Countdown Facebook / Instagram Stories

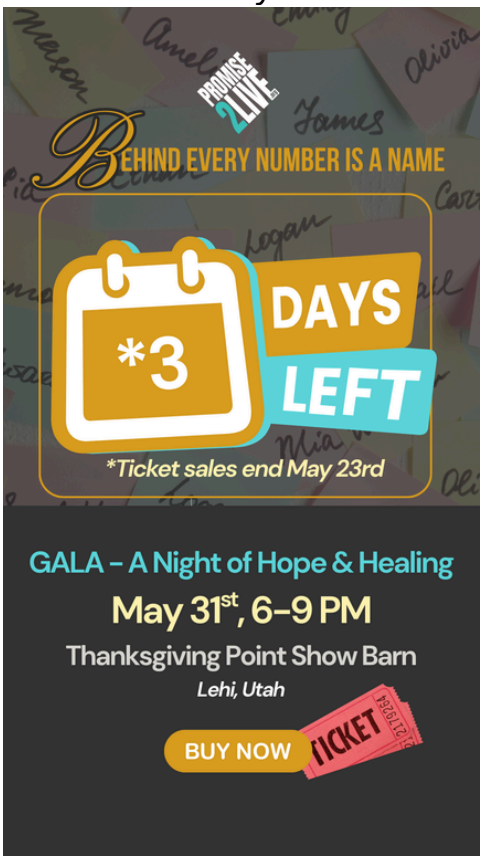
Post May 9th



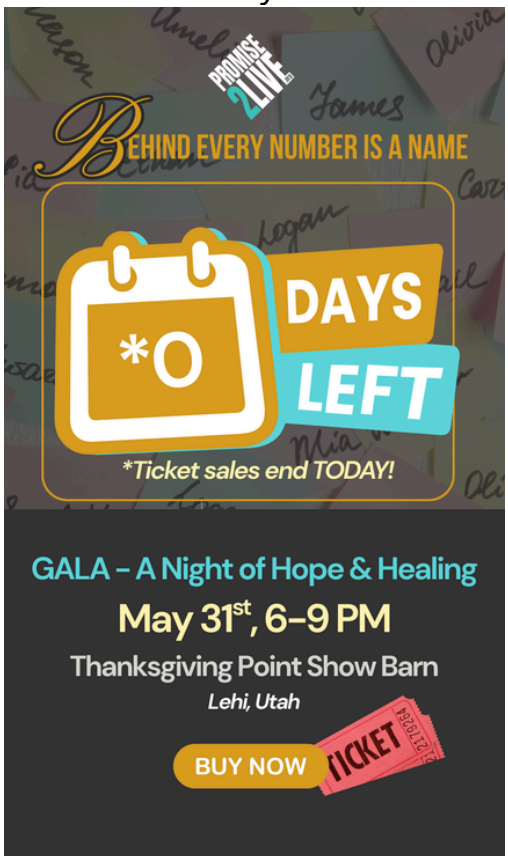
Post May 16



Post May 20th



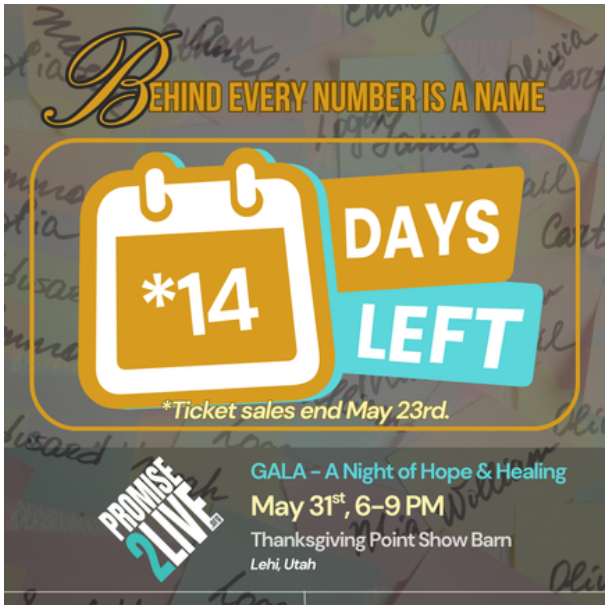
Post May 23rd



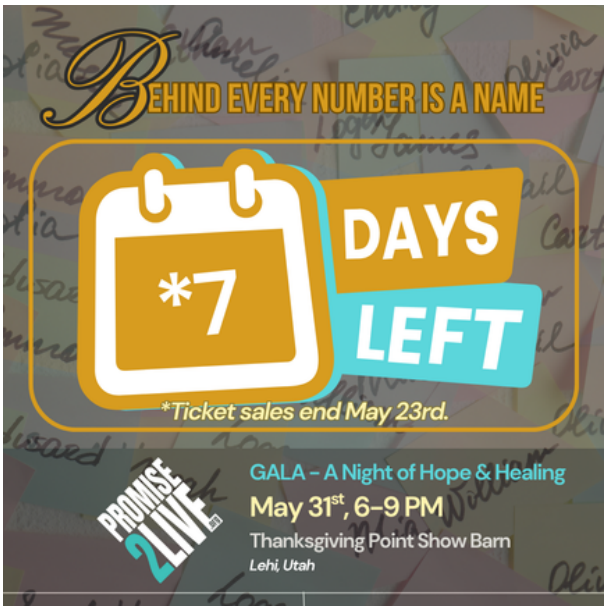
More Countdown Posts

Optional Countdown Posts

Post May 9th



Post May 16



Post May 20th



Post May 23rd



Caption:

🚨 Only DAYS Left!

Tickets for the Promise2Live Gala are going FAST—and this life-changing evening is happening THIS FRIDAY, May 31st at the breathtaking Showbarn at Thanksgiving Point.

Don't wait—this is your last chance to join us.

🎤 Special Guests: Kevin Guest & Tom Ballard

🎶 Live Music: The Free Radicals

🍽️ Dinner | 💙 Silent Auction | 🕯️ Wall of Remembrance

⏳ Time is running out. Seats are limited.

🎟️ Get yours NOW: https://tinyurl.com/mrx8m5ze

#Promise2Live #P2LGala #EndSuicide #NamesBehindTheNumbers #MentalHealthAwareness #FinalCountdown

Thank You for Your Partnership and Support!

This comprehensive social media campaign will help build momentum and ensure a successful turnout for the gala. Details again are:

Event Page: https://e.givesmart.com/events/l7u/
Event Location: Showbarn at Thanksgiving Point, Lehi, Utah
Hashtags: #Promise2Live #NamesBehindTheNumbers #P2LGala
Goal: Sell 300 tickets to fund suicide prevention efforts!

All images and videos can be located in the **Google Folder**,
"P2L Gala Social Media Posts"

URL
https://drive.google.com/drive/folders/1RUA_vBIg0ypOZGSWVny0lcWuQziu6fkG?usp=sharing

If you have questions or recommendations, please contact P2L Volunteer Jennifer Weaver at jnnfrwvr@gmail.com or call 385-329-3558.

Lastly, please share the QR Code below for your audiences to purchase tickets, become a gala sponsor or make a donation.