



MACY'S MISSION EVERY ONE

Social Media Toolkit

Use the below sample messaging when promoting the Macy's Mission Everyone point-of-sale campaign supporting Big Brothers Big Sisters on social media. Feel free to revise as needed to best fit the channel and audience.

PROMOTION PERIOD: NOVEMBER 1 – DECEMBER 24



Together, with @Macys, we are empowering every kid with a positive mentor. Until December 24, donate online or round up in-store through Mission Every One. This social purpose platform invests in youth and helps fuel life-changing mentoring experiences: macys.com/purpose #BeBig



#ICYMI Big Brothers Big Sisters + @Macys are inspiring a new generation to achieve their dreams. Until December 24, donate online or round up in-store through Mission Every One. This social purpose platform supports BBBS Littles and plays a vital role in transforming communities: macys.com/purpose ❤️ #BeBig



@Macys + Big Brothers Big Sisters have teamed up to create gifts featuring designs by Littles. 🧡 Now through December 31, Macy's will donate 50% of the purchase proceeds to BBBS, helping us create more meaningful mentoring relationships: macys.com/purpose #BeBig

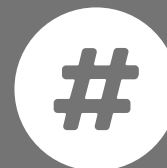
NATIONAL ENGAGEMENT

@BigBrothersBigSisters | @Macys

@BBBSAmerica | @Macys

@BBBSA | @Macys

@Big Brothers Big Sisters of America | @Macys



#BeBig

ALL ASSETS AVAILABLE ON [BRANDFOLDER](#)