PILI Giving Day: Friday, August 15

STAND for justice. GIVE with purpose.

Social Media Toolkit

Help us make PILI's first-ever Giving Day on August 15th a success!

This toolkit contains ready-to-use social media posts and graphics that you can easily share across your networks to spread awareness about PILI's mission and encourage donations.

Simply copy, paste, and customize with your own voice to help amplify our message about access to justice in Illinois. Your social media support can make a real difference in reaching new supporters and maximizing our impact on Giving Day.

Campaign Details

Date

August 15, 2025

Info Link

https://pili.org/giving-day/

Hashtags

#PILIGivingDay #StandforJustice #GivewithPurpose

Social Media Handles

- https://www.facebook.com/PublicInterestLawInitiative
- https://www.instagram.com/pili_insta/
- https://www.linkedin.com/company/public-interest-law-initiative-pili-/posts/
- https://x.com/pili_tweets

Campaign Branding

Social Media Posts

WEEK OF JULY 21 – STATS

Sample Post Copy

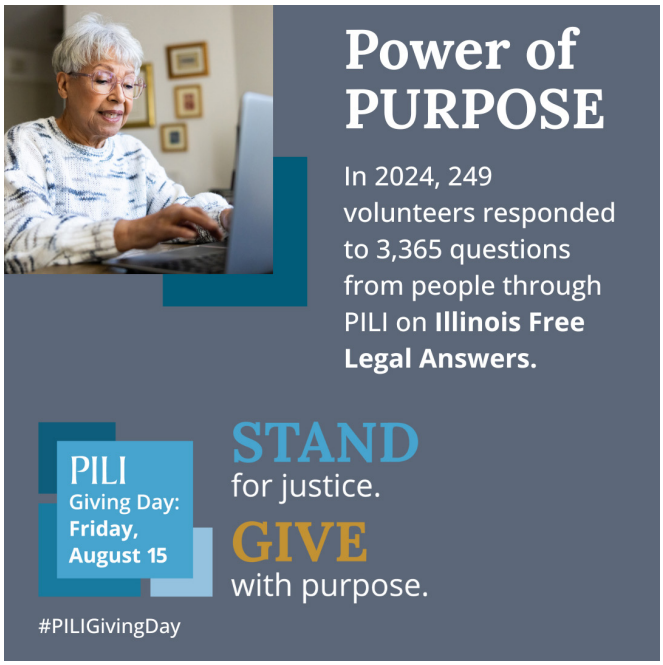
Last year, 249 PILI volunteers answered 3,365 legal questions from people through Illinois Free Legal Answers. That's 3,365 instances where people got help they wouldn't have had otherwise.

Mark your calendar for PILI Giving Day on August 15. With your support, PILI can do even more to ensure legal help is there for those who need it most.

#PILIGivingDay #StandforJustice #GivewithPurpose

Graphic to be customized to highlight key PILI accomplishments. Examples are at right.

Vertical (3:4) for Instagram



Square for Facebook & LinkedIn

Social Media Posts, continued

WEEK OF JULY 21 – COUNTDOWN (3 WEEKS)

Sample Post Copy

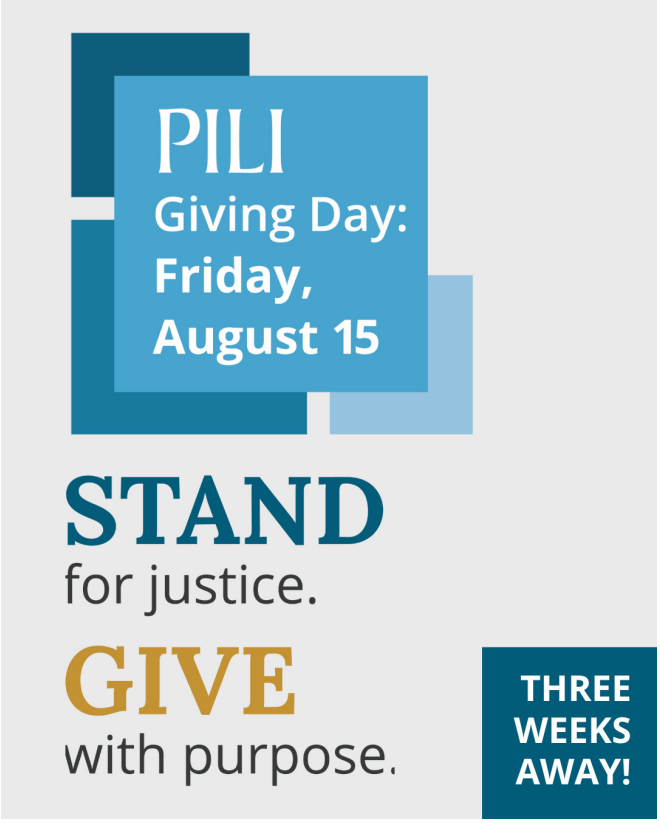
Justice is something we build together.

PILI Giving Day is 3 weeks away on Friday, August 15th.

Your support helps people across Illinois access legal help they wouldn't otherwise receive—and empowers legal professionals to serve where it's needed most.

Join us on August 15th. Stand for justice. Give with purpose.

#PILIGivingDay #StandforJustice #GivewithPurpose



Vertical (3:4) for Instagram

Square for Facebook & LinkedIn

Social Media Posts, continued

WEEK OF JULY 28 – QUOTE

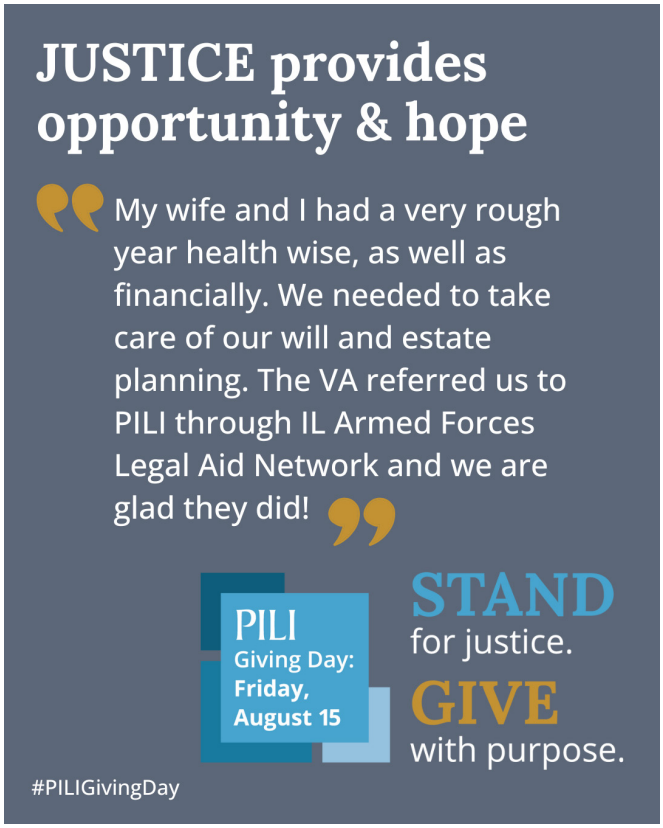
Sample Post Copy

PILI provides opportunity and hope, helping people like this veteran and his wife address an urgent legal problem.

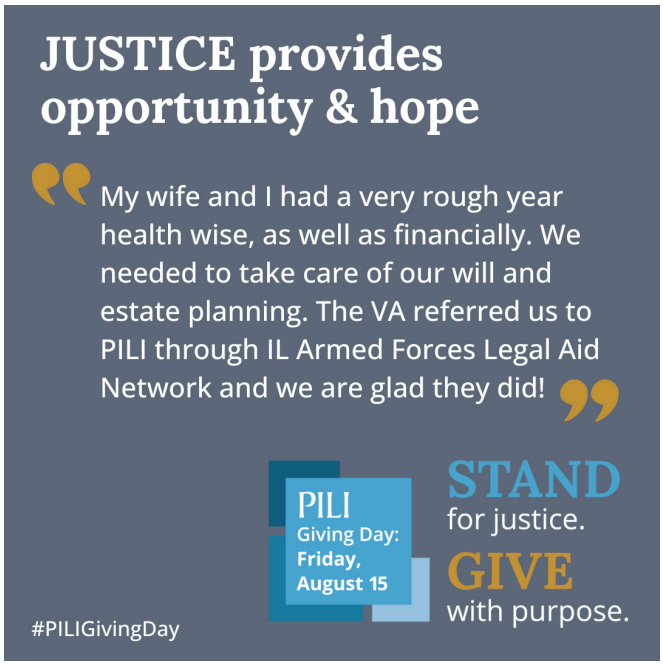
Stories like this show why PILI's work matters. On August 15, donate to PILI and take a stand for justice.

#PILIGivingDay #StandforJustice #GivewithPurpose

Graphics that can be customized to highlight quotes from PILI volunteers & clients. Examples are at right.



Vertical (3:4) for Instagram



Square for Facebook & LinkedIn

Social Media Posts, continued

WEEK OF JULY 28 – COUNTDOWN (2 WEEKS)

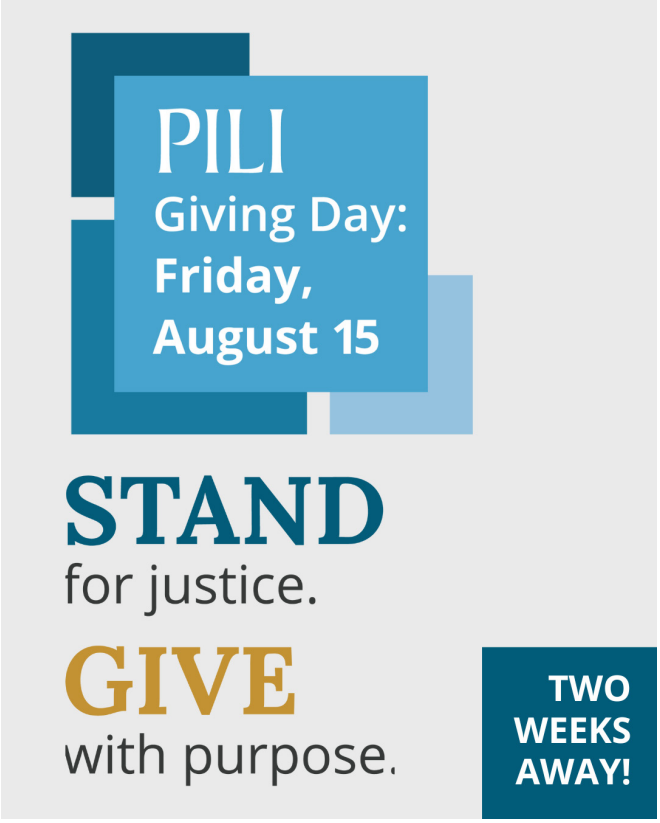
Sample Post Copy

We're 2 weeks away from PILI Giving Day on Friday, August 15th.

At PILI, we believe in justice and opportunity—and thanks to your support, we turn those values into action every day.

Stand with us for justice on August 15th and give people a voice in our civil legal system.

#PILIGivingDay #StandforJustice #GivewithPurpose



Vertical (3:4) for Instagram

Square for Facebook & LinkedIn

Social Media Posts, continued

WEEK OF AUGUST 4 – TESTIMONIAL

Sample Post Copy

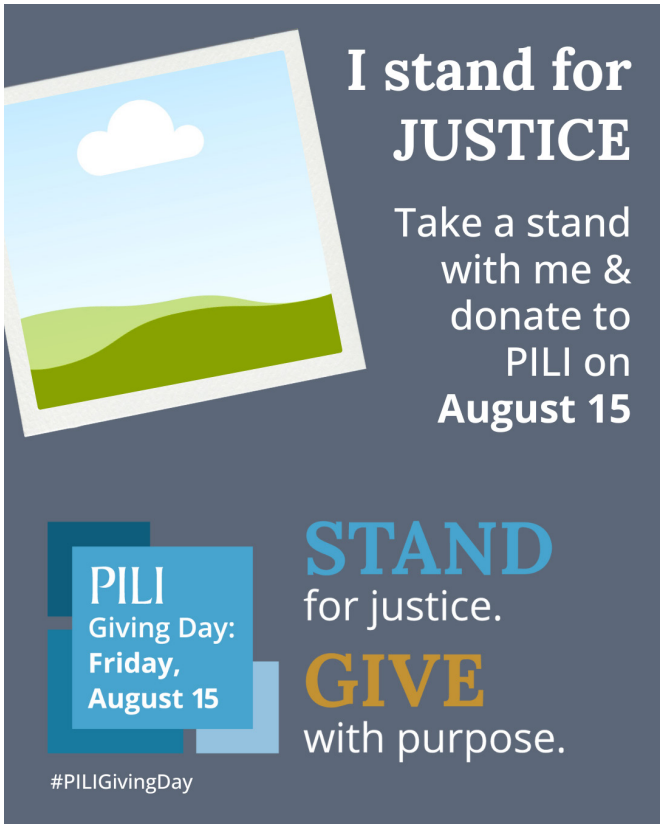
[Name] stands for justice because [FILL IN THE BLANK].

What about you? When you give to PILI, you're standing up for justice too. Justice that gives people a voice in our civil legal system and helps lawyers serve where they're needed most.

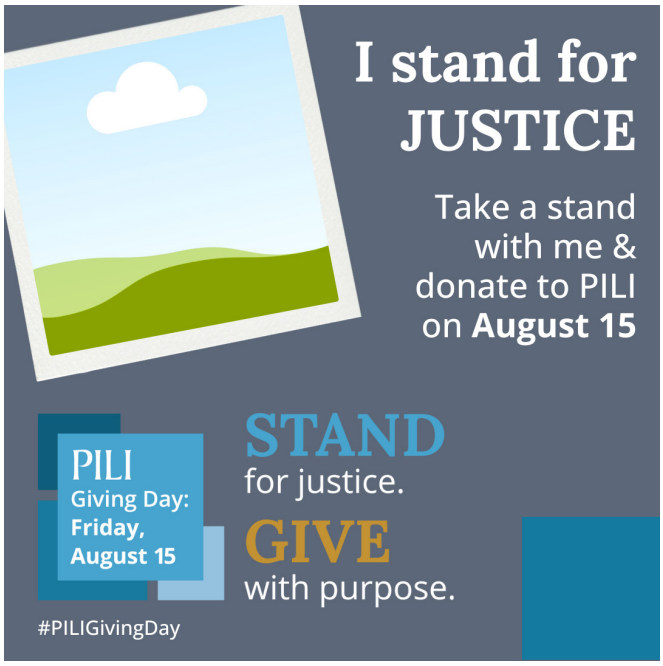
Let's take a stand together. Donate to PILI between now and August 15. https://pili.org/giving-day/

#PILIGivingDay #StandforJustice #GivewithPurpose

Graphics that can be customized by PILI volunteers & clients. Examples are at right.



Vertical (3:4) for Instagram



Square for Facebook & LinkedIn

Social Media Posts, continued

WEEK OF AUGUST 4 – COUNTDOWN (1 WEEK)

Sample Post Copy

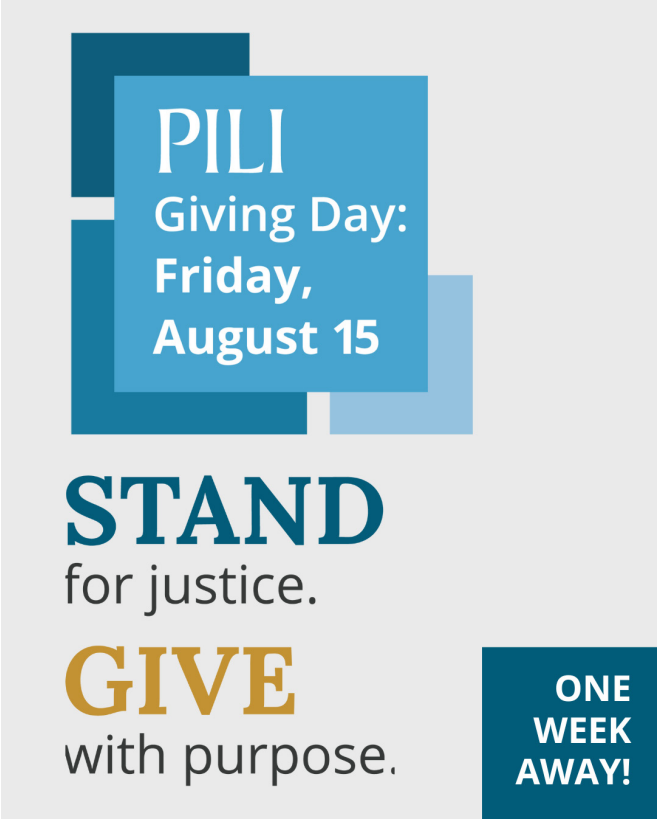
In one week, you can help ensure that justice is equal and accessible to everyone in Illinois.

PILI Giving Day is Friday, August 15th.

Your gift helps people overcome legal challenges and move forward with hope.

Stand for justice. Give with purpose.

#PILIGivingDay #StandforJustice #GivewithPurpose



Vertical (3:4) for Instagram

Square for Facebook & LinkedIn

Social Media Posts, continued

WEEK OF AUGUST 11 – COUNTDOWN (THIS WEEK)

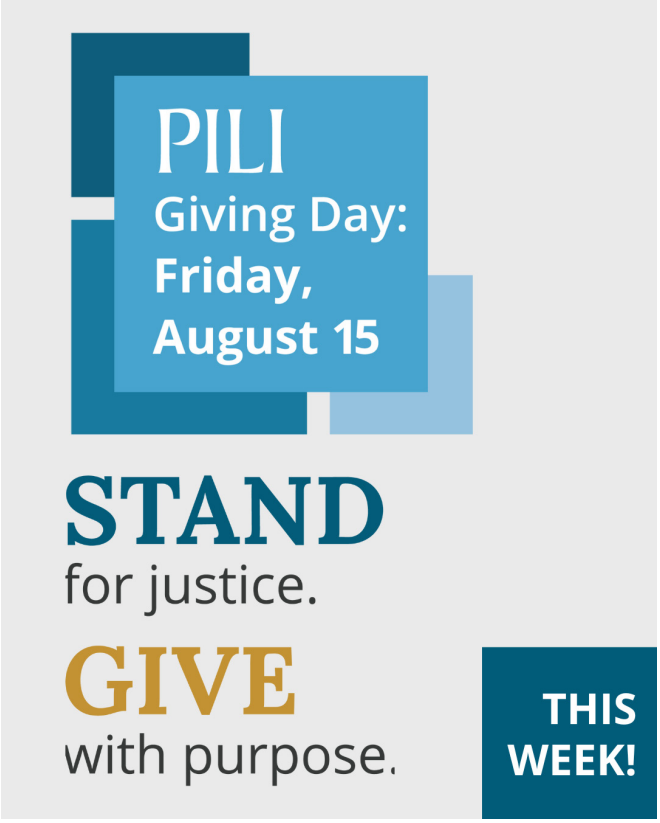
Sample Post Copy

PILI Giving Day is this Friday, August 15th!

When you give to PILI, you give people a voice in our legal system—and power our mission to make justice equal and accessible across Illinois.

This is your moment to stand for justice and give with purpose.

#PILIGivingDay #StandforJustice #GivewithPurpose



Vertical (3:4) for Instagram

Square for Facebook & LinkedIn