



GLOBAL WAR  
ON TERRORISM  
MEMORIAL FOUNDATION.

# Veterans Day: Gather to Honor Partner Engagement Toolkit

November 8 - November 14







# Campaign Overview

## Gather to Honor

Our mission this Veterans Day is to unite our community of supporters and welcome new friends to support the Global War on Terrorism Memorial Foundation's goal of establishing a Memorial on the National Mall in Washington, D.C. Our community needs this central place of gathering, reflection, and healing. This can't wait.

Help honor the legacy of those who have served and continue to serve by joining our efforts to plan, fund, design, and build the National Global War on Terrorism (GWOT) Memorial on the National Mall in Washington, D.C.

# Toolkit Contents

Tools and resources for engaging:



## Key Hashtags & GWOTMF Accounts

Use these unique hashtags and mention/tag us within your posts.

## Sample Social Media Post Language

Language you can use across social media platforms to spread the word and engage with us.

## Sharable Content

Download these high resolution photos to use within your posts. Share our recommended article & our "Get Involved" page





## GWOT Memorial Foundation Social Accounts

Facebook: [GWOT Memorial Foundation](#); [@gwotmf](#)

Instagram: [@gwotmf](#)

LinkedIn: [Global War on Terrorism Memorial Foundation](#)

Twitter: [@GWOTMF](#)

## Key Hashtags

#GatherToHonor

#GWOTMF

#GWOTMemorial



# Sample Post Language



Veterans Day serves as a reminder that we need a place where we can #GatherToHonor the sacrifices of the millions who have served during the Global War on Terrorism. I'm proud to support the @gwotmf in their efforts to plan, fund, design, and build the #GWOTMemorial on the National Mall in Washington, D.C.

Learn more and join me in supporting this important cause. <https://bit.ly/GatherToHonor>



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<https://bit.ly/GatherToHonor> (post link in your bio)



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# #GatherToHonor - Share a Photo

In recognition of Veterans Day, from November 8-14, we are asking our followers to share a photo of a loved one who served in the Global War on Terrorism.

Using the hashtag #GatherToHonor, share the photo along with the name, title, the nature of your relationship, and a brief explanation on why the #GWOTMemorial would be an important place to honor this person.

Are you a veteran of the GWOT? Post a photo of yourself and share your opinion on why it is important to have a place to #GatherToHonor our brave service men and women.



# Shareable Content

Feel free to use the following & share widely on social media!

- Washington Post Op-Ed: "6 former secretaries of defense: We must memorialize the fallen in the global war on terrorism"
- GWOTMF Primary Mark 1 Logo
- GWOTMF Secondary Icon Mark Logo
- Photo 1: U.S. Honor Guard NYC Veterans Day Parade
- Photo 2: U.S. Air Force 50th Space Wing commander
- Photo 3: Sailors Marching in San Diego Veterans Day Parade
- Visit our "Get Involved" page to find the latest resources to help us spread the word about our work.



# Thank you!

Questions? Email us at  
[media@gwotmf.org](mailto:media@gwotmf.org)