



# The Culture Change Fund

Digital Toolkit

# Basics

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**Website:** [womensfoundca.org/culture-change-fund](http://womensfoundca.org/culture-change-fund)

**Hashtags to use on social media:** #genderjustice #culturechange

**Facebook page to like & follow:** [facebook.com/WomensFoundationofCalifornia/](https://facebook.com/WomensFoundationofCalifornia/)

**Facebook page to tag in posts:** [@WomensFoundationofCalifornia](https://facebook.com/WomensFoundationofCalifornia/)

**Instagram to follow & tag:** @womensfoundca

**Twitter to follow & tag:** @womensfoundca

# Visual Assets

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Facebook



Instagram



Twitter

Download all graphics [HERE](#)

# Visual Assets (cont.)

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Facebook



Instagram



Twitter

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# Visual Assets (cont.)

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Facebook



Instagram



Twitter

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# Facebook

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## POST 1

From #MeToo to recent unconstitutional abortion bans — it's clear that we won't achieve gender justice with policy change alone. That's why we're launching The Culture Change Fund, the first of its kind to use culture to change how the nation thinks about gender-based issues. Together we will create a safer and more equitable society for people of all genders. To join as a funder or to learn more, visit [bit.ly/CultureChangeFund](https://bit.ly/CultureChangeFund).

## POST 2

Culture builds our institutions and defines our relationships. To address gender injustice we must address the culture that informs it. That's why we're launching The Culture Change Fund, the first of its kind committed to changing how we think and talk about gender. Together, we can create a safer and more equitable society for us all. To support the Fund or learn more, visit [bit.ly/CultureChangeFund](https://bit.ly/CultureChangeFund).

## POST 3

Laws are only one component of the change we need to achieve gender justice. We also need to shift culture, to change hearts and minds and bring about a society where people of all genders can live with dignity. That's why we're launching The Culture Change Fund. To support the Fund or learn more, visit [bit.ly/CultureChangeFund](https://bit.ly/CultureChangeFund).

# Twitter #

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## POST 1

We are what we speak! We're proud to launch a new \$10M Culture Change Fund to accelerate gender justice by shifting culture. To join us or to learn more, visit [bit.ly/CultureChangeFund](https://bit.ly/CultureChangeFund) #culturechange #genderjustice #culturechange fund

## POST 2

From #MeToo to unconstitutional attacks on abortion, the fight for #genderjustice is happening now. That's why we're launching The Culture Change Fund to change how we think and talk about gender-based issues. Learn more [bit.ly/CultureChangeFund](https://bit.ly/CultureChangeFund)

## POST 3

A first of its kind, the Culture Change Fund is launching to address how the nation understands gender justice—and to promote #culturechange as a key solution to systemic problems. To join as a funder or learn more, visit [bit.ly/CultureChangeFund](https://bit.ly/CultureChangeFund) #culturechange fund #genderjustice

# Twitter (cont.) #

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## POST 4

There can be no #genderjustice without culture change! Announcing The Culture Change Fund, supporting women and TGNC people of all intersecting identities and shifting the public conversation around gender. Learn more [bit.ly/CultureChangeFund](https://bit.ly/CultureChangeFund) #culturechange fund

## POST 5

Culture influences every aspect of how we think, talk and imagine. That's why we're launching The Culture Change Fund to change how we understand #genderjustice and achieve equity for people of all genders. Learn more [bit.ly/CultureChangeFund](https://bit.ly/CultureChangeFund)

# Instagram

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## POST 1

We're proud to launch The Culture Change Fund, a \$10 million fund focused on achieving #genderjustice through organizing & changing how we think & talk about gender. To learn more, visit the link in our bio

## POST 2

From #MeToo to unconstitutional attacks on abortion, the fight for #genderjustice is critical. That's why we're launching The Culture Change Fund to shift how we think and talk about gender-based issues. To learn more, swipe up!/visit the link in our bio

## POST 3

Culture—what we watch, read, & share—is an integral part of us. That's why we're launching The Culture Change Fund to shift how we work towards #genderjustice through culture. To learn more, swipe up!/visit the link in our bio