



Blogger Resource Guide Holidays 2012

Welcome to the International Rescue Committee (IRC) **bloggers' toolkit!**

Here, you'll find images and information about IRC Rescue Gift options, to use in holiday-themed blog and social media posts. If you would like more materials or information, or if you'd like us to share your posts with our 100K+ social media followers, please contact [Lauren Fuller](#) or [Ruth Fertig](#). We'll promote your content as often as our schedule allows.

Contents:

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What Are Rescue Gifts?

Rescue Gifts are symbolic gifts that represent many of the programs, projects and tools composing the IRC's work every day around the world. Holiday shoppers can choose from a catalog of Rescue Gifts at various price points (ranging from Mosquito Nets for \$18 to a GPS Device for \$300) and give them in honor of loved ones. The IRC will send each Rescue Gift recipient a beautiful personalized print card or e-card. There's something special for everyone on a shopper's list – from dads to teachers to eco-warriors – at Rescue.org/Gifts.

Photos (please provide a photo credit whenever possible):



1.

A Year of School (\$52)

Photo Credit: Peter Biro/IRC

Description: A Year of School Rescue Gift can supply the tuition, books and other materials to send a young girl to school for a full year, giving her the chance of a better, brighter future.

Link: <http://gifts.rescue.org/product/education/year-school>



2.

A Baby Goat (\$50)

Photo Credit: Peter Biro/IRC

Description: In a place like Somalia, losing your livestock to drought can mean losing your livelihood. \$50 can provide one baby goat for a family in crisis. When grown, a goat can provide milk for malnourished children and become a household asset for the family.

Link: <http://gifts.rescue.org/product/rebuilding/goat>



3.

A Safe Delivery (\$24)

Photo Credit: Aubrey Wade/IRC

Description: A Safe Delivery Rescue Gift can ensure critical supplies and assistance that will help make childbirth safer and happier for both mother and baby.

Link: <http://gifts.rescue.org/product/health/safe-delivery>



4.

A Community Garden (\$60)**Photo Credit:** Janet Simmelink/IRC

Description: A Community Garden Rescue Gift can distribute the gardening tools, seeds and other supplies that refugees need to put fresh food on the table and well-earned cash in their pockets.

Link: <http://gifts.rescue.org/shop/rebuilding-charity-gifts>

Blog Post Ideas (Please include a link to Rescue.org/Gifts or a specific Rescue Gift in your post.)

- **Why give Rescue Gifts?**

Rescue Gifts are gifts that give back. They're perfect for the person who has everything. They're eco-friendly and sustainable. They teach kids the value of compassion and philanthropy. They make excellent stocking stuffers. The list goes on and on. Expound upon one of these compelling reasons to give Rescue Gifts this holiday season.

- **Gift Guide**

Include Rescue Gifts in your gift guide for a specific niche audience: [foodies](#), [green thumbs](#), [teachers](#), [feminists](#), [techies](#), etc.

- **Your favorite Rescue Gift.**

Choose your favorite Rescue Gift and share why it is meaningful for you and how it can save lives.

- **Why the IRC?**

[Read more about our work](#) and describe why it uniquely speaks to you. Rescue Gifts support the IRC while offering an inspiring holiday giving option - why would you choose to give a Rescue Gift?

Social Media (sample posts and sharing tips)

- **Facebook:**

This holiday season, give an @InternationalRescueCommittee Rescue Gift to someone special. Rescue Gifts like a Baby Goat, Maternal Healthcare, and Clean Water can save lives.

<http://www.Rescue.org/Gifts>

**Like [our page](#) and then tag us on Facebook @InternationalRescueCommittee when you share your blog. This will automatically post your update on our Facebook page, which will tip us off so that we can promote it elsewhere.*

- **Twitter:**

This holiday season, give an @theIRC Rescue Gift to someone special. Rescue Gifts like Clean Water can save lives: www.Rescue.org/Gifts

There is an @theIRC Rescue Gift for everyone on your shopping list. Give a gift that can save lives: www.Rescue.org/Gifts

**When tweeting links to your blog post or Rescue Gifts, please mention [@theIRC](#).*

- **Pinterest:**

The IRC is very active on Pinterest and has created a [Holiday Gift Guide](#) board. Please repin your favorite Rescue Gifts to your own boards as suggestions for holiday shoppers.

**When you pin your blog post, please tag [@theIRC](#) so that we can repin it to our boards.*

Useful links:

- Rescue.org/gifts: IRC Rescue Gifts site
- Rescue.org: IRC website
- Rescue.org/blog: the IRC blog
- Our [terms of use](#)

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