



## Promotion Kit

### Emergency Fund – Crisis in Lebanon

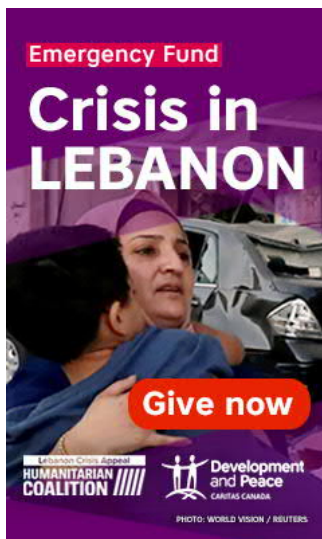
*August 7 to 23<sup>rd</sup>, 11:59 pm*

Your support in promoting this appeal will help us making an even greater difference in the lives of those affected by this crisis. Here is what you can do:

Web button

Please share this web button with your diocese and/or parish so they can place it on their website, if they accept to do so. Please ask them to link the web button to this link:

<https://bit.ly/2DRwfiv>



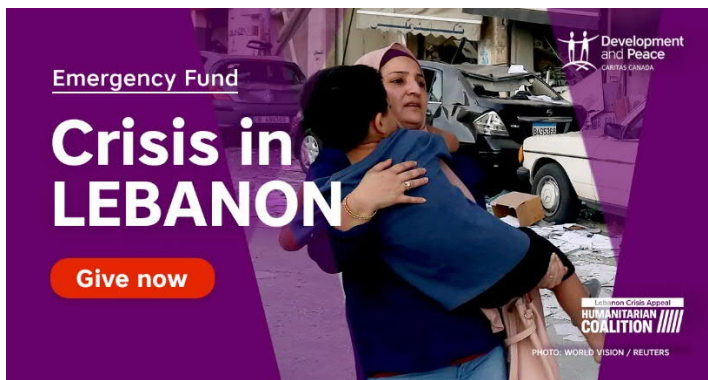
## Social media

You can share our fundraising appeal on social media, using one of the attached images and the sample message proposed below:

### Facebook

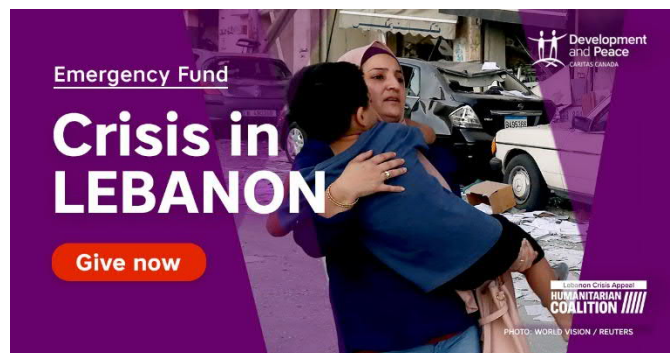
Following the deadly explosions that devastated Beirut, the people of Lebanon need our solidarity. Development and Peace's partners are responding to help those affected by this crisis.

Help us make a difference. Donations made to Development and Peace before August 24, will be matched by the Canadian government. Development and Peace is participating in the Humanitarian Coalition's Lebanon Crisis appeal through its active membership in Canadian Foodgrains Bank. Please give generously: <https://bit.ly/2DRwfiv>



### Twitter

Please give generously to @DevPeace for the #LebanonCrisis. Your donation will be matched by @CanadaDev. Development and Peace is participating in the @humcoalition appeal through @Foodgrains. Give today <https://bit.ly/2DRwfiv> #BeirutExplosion #Lebanon





EMERGENCY FUND – CRISIS IN LEBANON

#### Parish bulletin announcement

You can ask your parish to publish the following bulletin announcement.

#### Crisis in Lebanon – Development and Peace Emergency Fund

The situation in Lebanon following August 4<sup>th</sup> explosion has been described as “beyond imagination.” Thousands of people have been affected with over 159 people dying, over 6,000 injured, and over 300,000 people left homeless. The explosions have also worsened the country’s social, economic, and political crisis.

Development and Peace’s partner, Caritas Lebanon, is providing food, water, medical aid, and psychological and social support to those impacted by this crisis. Development and Peace and its trusted network of partners in the country are also assessing the long-term impacts and needs of this crisis.

Please join in Pope Francis’ invitation to pray for the victims, for their families, and for all of Lebanon. Please also consider joining the Pope in responding to this desperate cry for help by donating to the emergency relief effort at Development and Peace – Caritas Canada through the following link: <https://bit.ly/2DRwfiv> or by calling 1 888 664-3387.

Development and Peace is the official international development organization of the Catholic Church in Canada and the Canadian member of Caritas Internationalis.

#### Contact your local media

You can contact your local media to tell them about our appeal or if you are organizing a local fundraising initiative. If you need support, please contact Marie-Hélène Bachand, Communications Officer, at [mhbachand@devp.org](mailto:mhbachand@devp.org).