Dear Friends,

Thank you for your support of the BankFWD initiative.

We are grateful for your help in creating awareness of our campaign and are pleased to provide you with a comprehensive social media toolkit for our website launch and upcoming Climate Week events.

The social media toolkit – complete with visual assets and suggested language – is available at [THIS LINK](https://drive.google.com/drive/folders/17WSBy1EwRBxjXFP2HRdDWP0eFwpD9uNV?usp=sharing). This toolkit link will be updated on a rolling basis and new assets released as launch dates of coordinated assets approach.

A "menu" of available social actions for you to choose from is summarized below, with suggested captions, launch dates, and other details linked in the toolkit PDF.

Social Media Pledge: This customizable, open-ended graphic highlights your personal pledge to the BankFWD campaign. We encourage you to post your participation in the pledge on Instagram stories and post captions, tagging @bank\_fwd in your post so that we may aggregate and share these global pledges.

Confluence Panelist Announcements: Graphics will highlight segments and panelists/speakers.

BankFWD pre-filled tweets: A series of pre-written tweets and applicable hashtags for ease of engaging with the initiative’s core messaging. You are welcome to add personal material to tweets about why BankFWD’s goals are important to you, and to thread relevant discussions. We ask that you include relevant hashtags, available within the Social Media Toolkit link above.

BankFWD logos/graphics: Can be used on any assets, posts and event pages (please contact our team at [info@bank-fwd.org](mailto:info@bank-fwd.org) if you would like to connect with us on a partnered event).

Please note that @bank-fwd is the official account and central promotional hub of this activation – all partner posts should direct users to this channel.

We welcome you to include the designation "Proud member of BankFWD” in any relevant posts or platform bios, including Facebook, Twitter, and LinkedIn.

We welcome your continued engagement with @bank\_fwd content, and look forward to generating excitement around the initiative with your help. Thank you for your partnership.

Kind regards,

Valerie Rockefeller

Danny Growald

Peter Gill Case