

Closing The Gap - Giving Tuesday Social Media Toolkit for ReSurge International

Closing The Gap - Giving Tuesday Social Media Toolkit for ReSurge International	1
Background	1
Campaign Theme & Messaging	3
ReSurge Specific Taglines	4
General Copy Guidelines	4
Social Media Captions	5
Previous Partner Post Example	9
Creative Assets	9
Additional Resources and Information	9

Background



[Manifesto Video](#)

In high-income countries, plastic surgery is a cosmetic luxury. In low-income countries, plastic surgery is a necessity. Five billion people do not have access to safe, timely, and affordable surgical care worldwide, and every two seconds someone dies from a surgically preventable disease. There is a gap.

ReSurge **urgently needs more resources and awareness** to provide free treatment to patients and training to doctors in low-income countries across Africa, Asia, and Latin America. Now, through Giving Tuesday and the End of Year giving season, we are rolling out our Closing The Gap awareness campaign leveraging the stories of patients, pioneering surgeons, and key issues to reflect the disparity in access to surgical care and rally support to address it.

With your support, we can expand access to free reconstructive surgical care and strengthen surgical systems worldwide to give people with treatable conditions a chance to lead fuller, healthier lives. **Stand with us this season of giving to help us raise awareness on social media so we can “close the gap” to reconstructive surgery once and for all!**



Here are some ways you can support us:

1. Spread the word about ReSurge’s Giving Tuesday campaign on social media!
 - a. Follow us on [Instagram](#), [Facebook](#), [Linkedin](#), and [Twitter](#) to re-share our posts, comment, and engage with us throughout the campaign.

- b. Make a social media post about ReSurge.
 - i. You can share a video talking about ReSurge and encouraging others to help ReSurge close the gap to reconstructive surgical care or share any of our creative assets. Check out some of our [creative assets here](#) to use as a video backdrop or include in your posts.
 - ii. In any social captions, tag ReSurge International, include the hashtag #HelpReSurgeCloseTheGap, and drive to our landing page. Please refer to the examples below for different ways to incorporate this in your posts.
2. Share the [campaign landing page](#) directly with your networks!
3. Donate and double your impact. A generous donor has offered to match every gift given now through the end of the year. [Start a personal or group fundraiser for ReSurge](#) and share it with your friends and family.



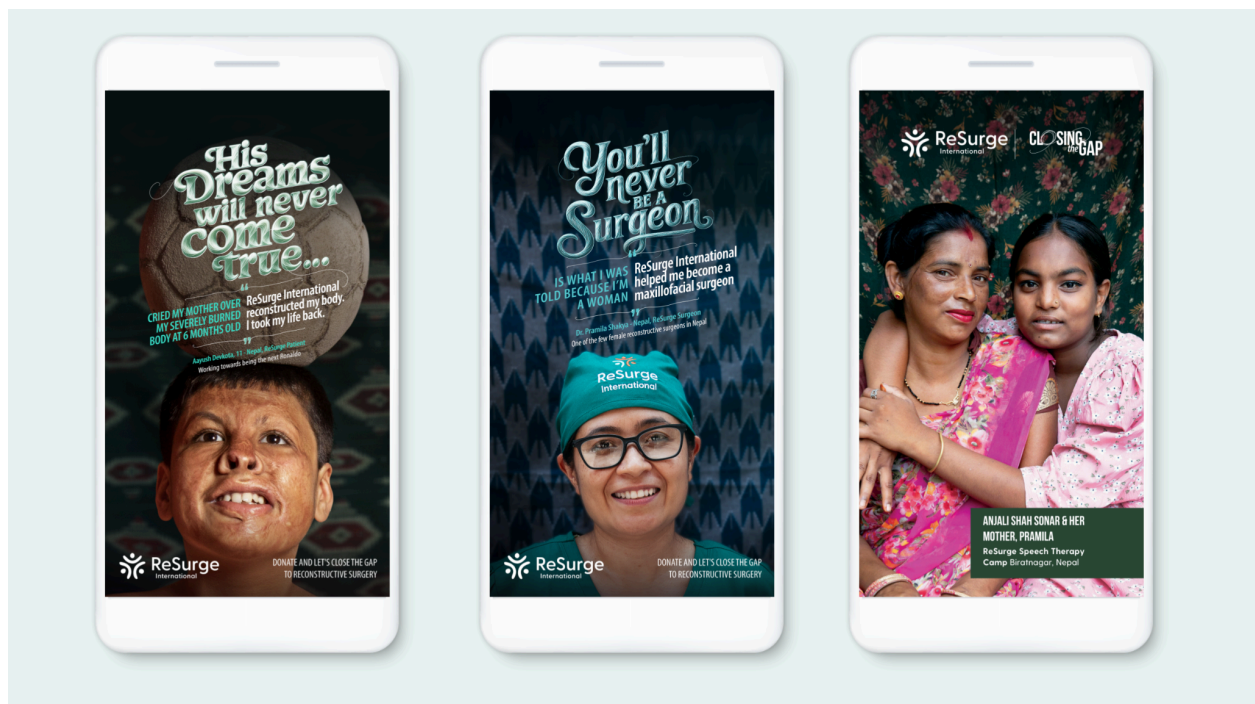
Campaign Theme & Messaging

ReSurge Specific Taglines

Major point: ReSurge International is closing the gap to reconstructive surgery once and for all. Help ReSurge close the gap.

ReSurge International is....
Closing the Gap to Reconstructive Surgery
Closing the Dream Gap
Closing the Gender Equity Gap
Closing the Doctor Gap

CTA/Hashtag: #HelpReSurgeCloseTheGap



General Copy Guidelines

How are you helping ReSurge close the gap to reconstructive surgery?

Feel free to adjust and make social copy relevant to your organization, brand, and act of service. The key message we want to convey is that we're encouraging people to help us close the gap to reconstructive surgery -- by conveying the disparity that exists in access to surgical care either via a stat, tagline, patient story, or an example of how you and your organization are helping ReSurge close the gap to reconstructive surgery. Here is a [previous post example](#) by our partner NYPSG that did this effectively.

Please tag @resurgeinternational and use the hashtag: #HelpReSurgeCloseTheGap.

ReSurge on [Instagram](#)

ReSurge on [Facebook](#)

ReSurge on [Linkedin](#)

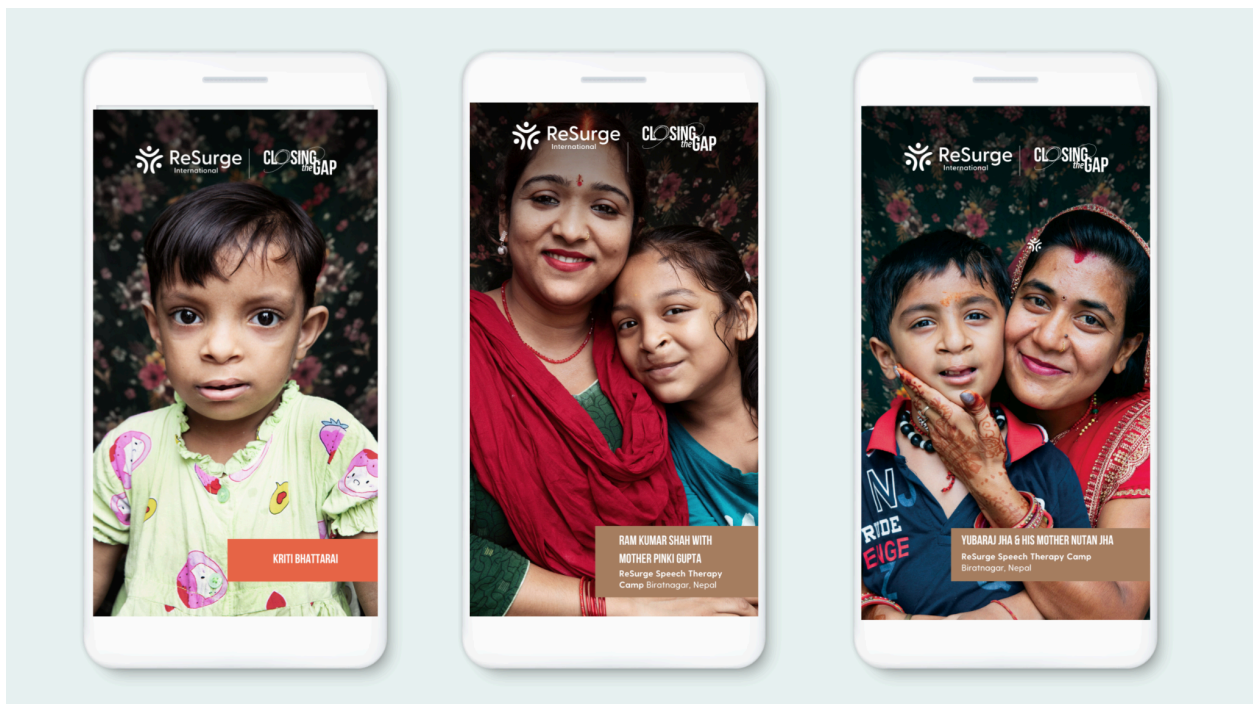
ReSurge on [Twitter](#)

Additionally, on Instagram feel free to add us as a “co-author” on any of your posts! We will gladly accept them on our feed as well.

Below are a few examples of social copies and messaging for reference 

Social Media Captions

Closing the Gap to Reconstructive Surgery



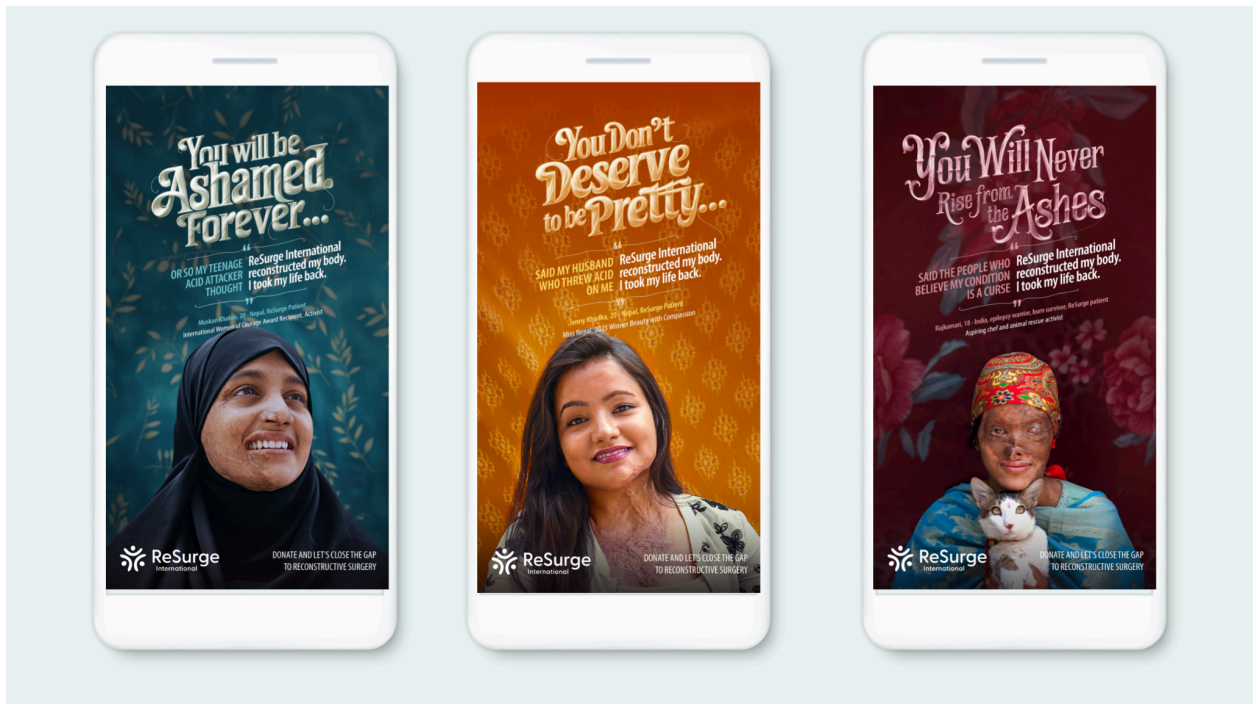
Five billion people do not have access to safe, timely, and affordable surgical care worldwide, and every two seconds someone dies from a surgically preventable disease. There is a gap. This season of giving, we're *standing* with ReSurge to close the gap to reconstructive surgery worldwide. Join me in donating to ReSurge International. Every gift gets matched for 2X the impact. #HelpReSurgeCloseTheGap. Link in bio! (<https://resurge.org/closing-the-gap/>)

Five billion people do not have access to safe, timely, and affordable surgical care worldwide, and every two seconds someone dies from a surgically preventable disease. There is a gap. This season of giving, we're *standing* with ReSurge to close the gap to reconstructive surgery once and for all. Join us in helping to close the gap by spreading the word or donating to ReSurge. Every gift gets matched for 2X the impact. #HelpReSurgeCloseTheGap.

Learn more about ways you can help. Link in bio! (<https://resurge.org/closing-the-gap/>)

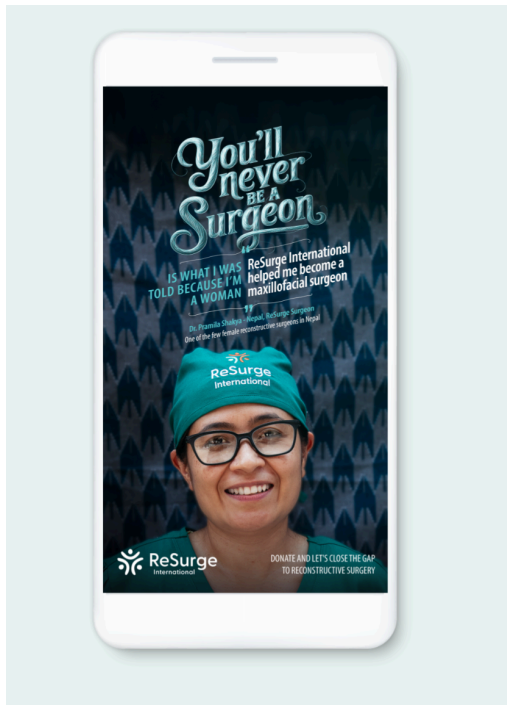
Every two seconds someone dies from a surgically preventable disease. ReSurge International is closing the gap to reconstructive surgery in low-income countries by providing free reconstructive surgery to patients while training the next generation of local surgeons across Africa, Asia, and Latin America. This Giving Season of Giving #HelpReSurgeCloseTheGap. (<https://resurge.org/closing-the-gap/>)

Closing the Gender Equity Gap



The Acid Survivors Trust notes an incidence of about 1,500 intentional acid burn attacks annually, with 80 percent of victims being women – and an estimated 40 percent of cases never reported. This season of giving, we're standing with ReSurge International to close the gender equity gap in burn violence. #HelpReSurgeCloseTheGap

Closing the Doctor Gap



There are only three female surgeons for every 1 million people in low-income countries. This season of giving, we're standing with ReSurge to close the doctor gap! Join us in helping to close the gap to reconstructive surgery. #HelpReSurgeCloseTheGap

Patient Story Examples

Copy:

In December 2023, Rajkumari endured a severe scald burn when she fell into boiling water during an epileptic seizure, severely damaging the right side of her face. Following her accident, Rajkumari was urgently taken to the care of Dr. Kush Aeron, a ReSurge surgical partner who runs a charitable hospital in Dehradun, India. Now, a year into her recovery, Rajkumari shows significant improvement both emotionally and physically, thanks to multiple surgeries by Dr. Kush Aeron. Help ReSurge train more surgeons to help patients like Rajkumari and close the gap to reconstructive surgery once and for all. #HelpReSurgeCloseTheGap. Learn more:

Copy:

Jenny, Muskan, Aayush & Dilasha were told they'd never have a life after acid attacks, congenital conditions like cleft lip and palate, and burn injuries. But they refused to give up! With free reconstructive surgeries, we helped them rewrite their stories with hope. Can you help @ReSurgeInternational change more lives? By spreading the word, starting your fundraiser, or

making a donation you give life-changing surgery to low-income patients.
 #HelpReSurgeCloseTheGap.

Feel free to use these directly or to customize your own by channel and brand.

<p>Instagram</p> <p><i>*Leverage the landing page by adding it to your Instagram bio.</i></p>	<p>Facebook</p> <p><i>*Include the landing page by linking it in your posts.</i></p>	<p>X</p> <p><i>*Include the landing page by linking it in your posts and/or bio.</i></p>	<p>LinkedIn</p>
<p>Five billion people do not have access to safe, timely, and affordable surgical care worldwide, and every two seconds someone dies from a surgically preventable disease. There is a gap. This season of giving, we're standing with ReSurge to close the gap to reconstructive surgery worldwide. Join me in donating to ReSurge International. Every gift gets matched for 2X the impact. #HelpReSurgeCloseTheGap. Link in bio!</p>	<p>The Acid Survivors Trust notes an incidence of about 1,500 intentional acid burn attacks annually, with 80 percent of victims being women – and an estimated 40 percent of cases never reported. This season of giving, we're standing with ReSurge International to close the gender equity gap in burn violence. Learn more [https://resurge.org/closing-the-gap/] #HelpReSurgeCloseTheGap</p>	<p>There are only three female surgeons for every 1 million people in low-income countries. This season of giving, we're standing with ReSurge to close the doctor gap! Join us in helping to close the gap to reconstructive surgery. https://resurge.org/closing-the-gap/#HelpReSurgeCloseTheGap</p>	<p>Jenny, Muskan, Aayush & Dilasha were told they'd never have a life after acid attacks, congenital conditions like cleft lip and palate, and burn injuries. But they refused to give up! With free reconstructive surgeries, we helped them rewrite their stories with hope. Can you help @ReSurgeInternational change more lives? By spreading the word, starting your fundraiser, or making a donation you give life-changing surgery to low-income patients.</p> <p>https://resurge.org/closing-the-gap/</p> <p>#HelpReSurgeCloseTheGap.</p>

[Previous Partner Post Example](#)

[Creative Assets](#)

Additional Resources and Information



To supplement your posts, you can find more resources below. Feel free to adapt your content by incorporating stories, resources, or testimonies from your line of work, practice, or brand that showcase the importance of building access to surgical care and demonstrate how you're helping ReSurge close the gap to reconstructive surgery.

[Patient Story Post Card](#)

[Burns and Gender Messaging](#)

Previous Media Coverage

- [Epilepsy and the Rising Risk of Burns](#), Think Global Health
- [The Searing Disparity Between Burn Patients](#), Think Global Health
- [Death toll rises to seven in Kasana Junior School fire](#), NTV Uganda
- [Removing Scars](#), Nepali Times