



**A WEEKEND OF KINDNESS IN PA
TOOLKIT**

May 21 – 23, 2021

ABOUT #143DayInPA

Whether it's purchasing a gift card from a local PA restaurant or writing a thank you note for your mail carrier, #143DayInPA is meant to inspire acts of kindness and gratitude. Kindness is central to Pennsylvania's culture. It's part of [who we are](#). As the state continues to recover from the COVID-19 pandemic, Governor Wolf has proclaimed the 143rd day of the year, May 23rd, "1-4-3 Day" to honor one of our state's most beloved sons, Fred Rogers, and to encourage Pennsylvanians to spread kindness. During these unprecedented times, simple acts of kindness mean the most so we're extending the celebration. The third annual #143DayInPA will take place beginning Friday, May 21st through Sunday, May 23rd to grant everyone the opportunity to show extra appreciation to everyone in their lives – coworkers, classmates, friends, teachers, family, and neighbors.

Pennsylvania native Fred Rogers, best known as Mister Rogers, regularly used 1-4-3 as a way of saying "I love you" throughout his life and on his beloved television series, *Mister Rogers' Neighborhood*. His reference was to the number of letters in each word: 1-4-3.

So, we're challenging all Pennsylvanians to show even more acts of kindness, love, and generosity to our helpers, hardworking teachers, healthcare workers, dedicated small businesses, and neighbors on May 21-23.

HELP US SPREAD THE WORD

As a Pennsylvanian, here's how you can participate in the #143DayInPA movement:

- Use our branded hashtag: #143DayInPA
- Post sample messages for Instagram, Twitter, and Facebook
- Post social media banners
- Share the [Facebook Event](#)
- Visit the [1-4-3 Day website](#)

SOCIAL MEDIA

Joining the larger celebration is easy on social media! We are sharing several of our own social media campaign ideas and will be on the lookout for all Pennsylvanians to share their acts of kindness with us using the hashtag **#143DayInPA** on their social media channels.

Social Media Channels to Follow



@PADCEDnews twitter.com/PAdcednews
@visitPA twitter.com/visitPA
@PennsylvaniaGov twitter.com/PennsylvaniaGov



@PADCED facebook.com/PADCED
@visitPA facebook.com/visitPA
@PennsylvaniaGov facebook.com/PennsylvaniaGov/



@visit_pa instagram.com/visit_PA/
@governortomwolf instagram.com/governortomwolf

Sample Social Media Messages

Download-res versions of these graphics for Twitter, Facebook, and Instagram at:
<http://ow.ly/brTq50EHxD6>

TWITTER

Save the date! 📅 #143DayInPA will be on May 23 — find out about our statewide movement and plan to show us your act of kindness using the hashtag. 😊 <http://ow.ly/doy750EHvyn>



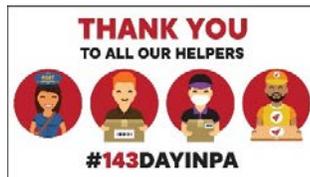
Happy #143DayInPA! 🙌 Today is all about showing each other some gratitude. Tell us how you're thanking our helpers and sharing kindness by using the hashtag! pa.gov/143-day



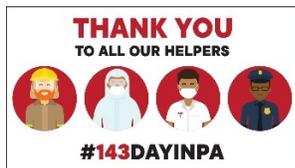
Pennsylvania challenges you 😊 to show your teachers, healthcare workers, and neighbors some gratitude today. Share your acts of kindness with us by using the hashtag #143DayInPA. pa.gov/143-day



Help us say thanks to the helpers making a difference in your community. Share your acts of kindness today in celebration of #143DayInPA. 🎉🎉 pa.gov/143-day

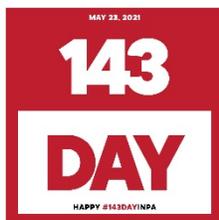


Not all superheroes wear capes. 🦸 Today, share an act of kindness with a helper in your life to show how grateful you are for all that they do in celebration of #143DayInPA. pa.gov/143-day



FACEBOOK

Save the date! 📅 #143DayInPA will be on May 23 — find out about our statewide movement and plan to show your act of kindness all weekend long. 😊 <http://ow.ly/doy750EHvyn>



Take a moment to order takeout for a neighbor 🛒 or write a thank you note for a teacher 📝. Embrace the kindness that Pennsylvania is known for and share your good deed. #143DayInPA 🌟 pa.gov/143-day



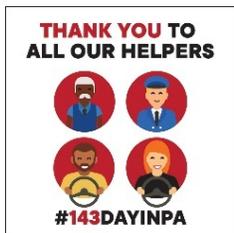
Tell your neighbor you're grateful for them ❤️, give a friend a call to see how they are doing 📞, pick up groceries for a parent 🛒. Whatever you do, choose kindness and share your good deed using #143DayInPA pa.gov/143-day



🙏 Honor PA's own Fred Rogers and share kindness with our helpers and neighbors for #143DayInPA — show us your good deed by using the hashtag. 😊 pa.gov/143-day



Pennsylvanians continue to show the power of community. ❤️ Celebrate #143DayInPA all weekend long by completing a random act of kindness and share with us using the hashtag! 📧 🛒 🧑🏻 pa.gov/143-day



INSTAGRAM

Celebrate the kindness and gratitude that Pennsylvanians have for one another on #143DayInPA 🙏. Show a friend, teacher, or neighbor you care about them and share it with us by using the hashtag!



Support a local restaurant for dinner 🍴, call a loved one 📞, or write a thank you note to a teacher. 📝 Whatever you do, just do it with kindness today on #143DayInPA 🙏



🙏🙏 Honor Pennsylvania's own Fred Rogers and share kindness with helpers in your community for #143DayInPA — show us your good deed by using the hashtag. 😊



Make this weekend a little brighter ☀️ for a helper or your neighbor by showing them some gratitude. Share your act of kindness with us by using the hashtag #143DayInPA.



SOCIAL MEDIA BANNERS

Download-res versions of these banners for Twitter, Facebook, and Instagram at:
<http://ow.ly/brTq50EHxD6>

