



**DAY OF KINDNESS IN PA TOOLKIT**

May 22, 2020

## ABOUT #143DayInPA

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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 navigate the COVID-19 pandemic, Governor Wolf has proclaimed the 143<sup>rd</sup> day of the year, May 22<sup>nd</sup>, "1-4-3 Day" to honor one of our state's most beloved sons, Fred Rogers, and to encourage Pennsylvanians to spread kindness. In times of uncertainty, simple acts of kindness mean the most.

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 essential workers and neighbors on May 22.*

## HELP US SPREAD THE WORD

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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

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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](https://twitter.com/PAdcednews)  
@visitPA [twitter.com/visitPA](https://twitter.com/visitPA)



@PADCED [facebook.com/PADCED](https://facebook.com/PADCED)  
@visitPA [facebook.com/visitPA](https://facebook.com/visitPA)



@visit\_pa [instagram.com/visit\\_PA/](https://instagram.com/visit_PA/)

### Sample Social Media Messages

#### **TWITTER**

Save the date! 📅 #143DayInPA will be on May 22 — find out about our statewide movement and plan to show us your act of kindness using the hashtag. 😊 <http://ow.ly/w4wi50zsgDJ>



Happy #143DayInPA! 🧡 Today is all about showing each other some gratitude. Tell us how you're thanking essential workers and sharing kindness by using the hashtag! [pa.gov/143-day](https://pa.gov/143-day)



Pennsylvania challenges you 🙏 to show essential workers and neighbors some gratitude today. Share your acts of kindness with us by using the hashtag #143DayInPA. [pa.gov/143-day](http://pa.gov/143-day)



Help us say thanks to essential workers and neighbors making a difference in your community. Share your acts of kindness today in celebration of #143DayInPA. 🍷🍷 [pa.gov/143-day](http://pa.gov/143-day)



Not all superheroes wear capes. 🦸 Today, share an act of kindness with an essential worker to show them that you are grateful for all that they do in celebration of #143DayInPA. [pa.gov/143-day](http://pa.gov/143-day)



## **FACEBOOK**

Save the date! 📅 #143DayInPA will be on May 22 — find out about our statewide movement and plan to show your act of kindness using the hashtag. 😊 <http://ow.ly/w4wi50zsgDJ>



Take a moment to order takeout for a neighbor 🍷 or write a thank you note 📝 to an essential worker. Embrace the kindness that Pennsylvania is known for and share your good deed. #143DayInPA 🙏 [pa.gov/143-day](http://pa.gov/143-day)



Happy #143DayInPA! 🌟 Do something nice for an essential worker or neighbor and tell us your act of kindness by using the hashtag. We'd love to see how you make Pennsylvania a little bit brighter 🌟 today. [pa.gov/143-day](http://pa.gov/143-day)



🙏 Honor PA's own Fred Rogers and share kindness with essential workers and neighbors for #143DayinPA — show us your good deed by using the hashtag. 😊 [pa.gov/143-day](http://pa.gov/143-day)



Pennsylvania's essential workers have been going the extra mile. On this #143DayInPA, show them some extra love and share your act of kindness with us. Whether it's writing them a thank you note or dropping off a meal, show them you are grateful. ❤️ [pa.gov/143-day](http://pa.gov/143-day)



## **INSTAGRAM**

Celebrate the kindness and gratitude that Pennsylvanians have for one another on #143DayInPA 🙏. Show an essential worker or neighbor you care about them and share it with us by using the hashtag!\_



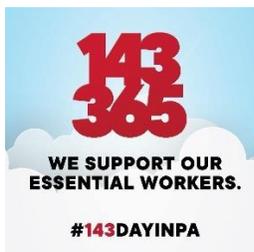
Order dinner from a local restaurant 🍴, call a loved one 📞, or write a thank you note to an essential worker. 📝 Whatever you do, just do it with kindness today on #143DayInPA 🌻



🙏🙏 Honor Pennsylvania's own Fred Rogers and share kindness with essential workers and neighbors for #143DayinPA — show us your good deed by using the hashtag. 😊  
[pa.gov/143-day](http://pa.gov/143-day)



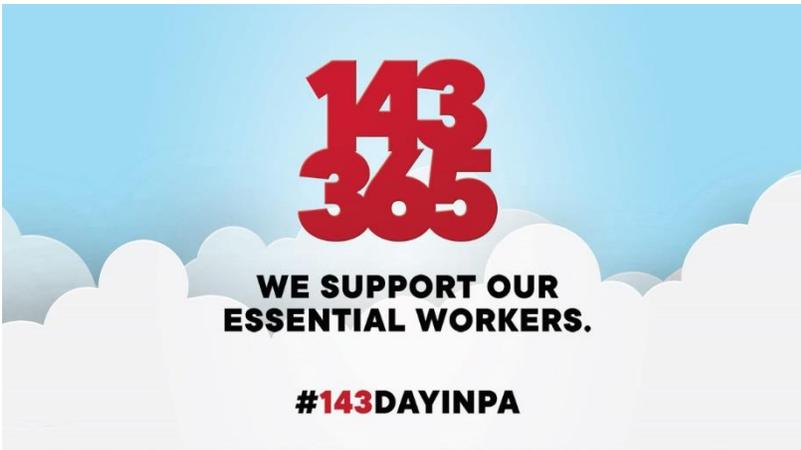
Make today a little brighter 🌻 for an essential worker or your neighbor by showing them some gratitude. Share your act of kindness with us by using the hashtag #143DayInPA.



# SOCIAL MEDIA BANNERS

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Download the hi-res versions of these banners for Twitter, Facebook, and Instagram at: <http://ow.ly/WYP650zDeDT>





**HAPPY**  
**#143DAYINPA**  
**MAY 22, 2020**