

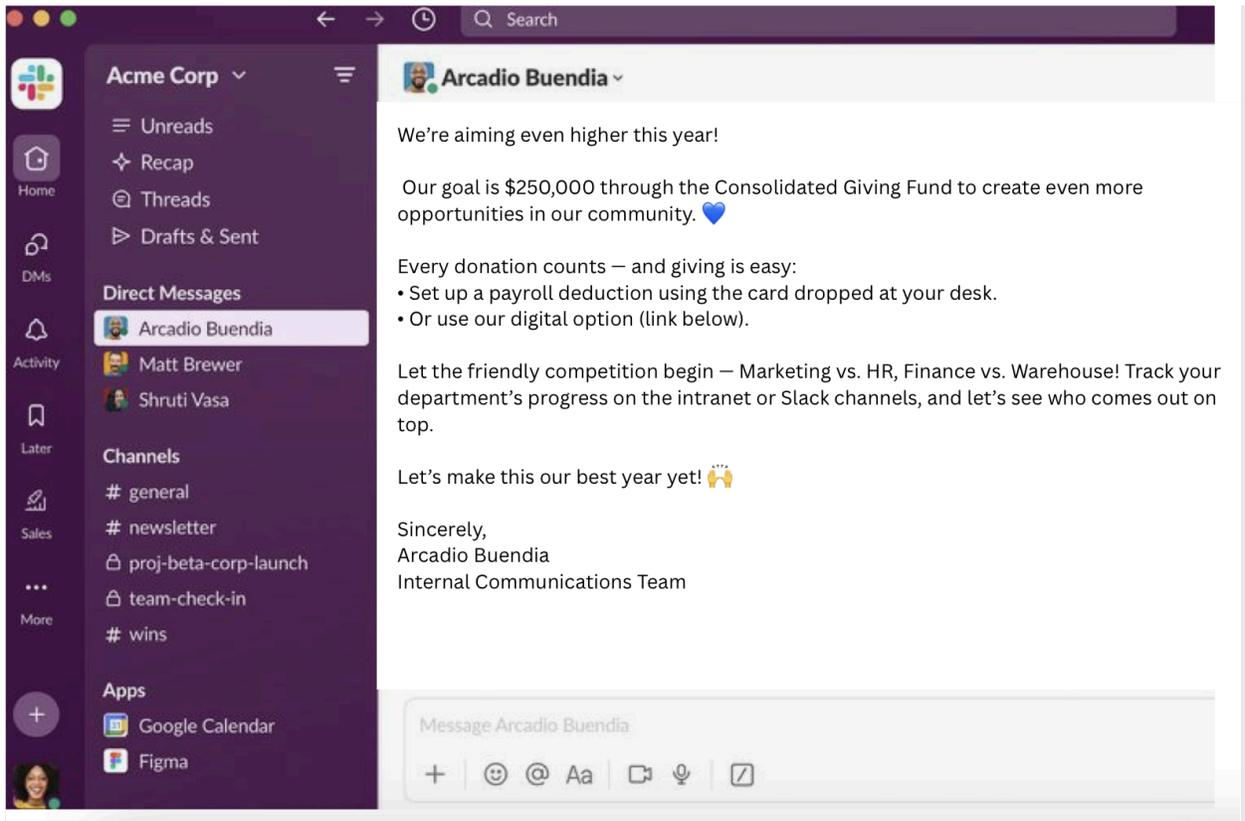


Post #1 (Instagram):

@goodwillintl Here at Goodwill, every action counts! ❤️ Thanks to your dedication, employees raised \$200,000 last year through the Consolidated Giving Fund, funding more than 50 local projects. From robotics programs in schools to Helms College, your contributions are making a real impact far beyond our stores.

Let's keep doing good together! 🌟 #GoodwillGivesBack #DoGoodTogether #PowerOfGiving #CommunityImpact #EmployeeDriven

Reflection: The goal of this campaign is to help employees, donors and potential employees learn more about Goodwill's community impact. The message highlights Goodwill's commitment to improving lives and showcases the \$200,000 raised to demonstrate real impact and inspire others to get involved. Because Instagram captions are short and conversational, the content will stay concise and engaging to encourage viewers to click through the photos.



2nd post (a message sent on Slack to the team channel):

Hi Team,

We're aiming even higher this year! Our goal is \$250,000 through the Consolidated Giving Fund to create even more opportunities in our community. ❤️

Every donation counts:

- Set up a payroll deduction using the card dropped at your desk.
- Or use our digital option (link below).

Let the friendly competition begin — Marketing vs. HR, Finance vs. Warehouse! Cheer on your team and let's see who comes out on top.

Let's make this our best year yet! 🥂

Sincerely,

Arcadio Buendia

Internal Communications Team

Reflection: The goal of this campaign is to educate employees about the Consolidated Giving Fund and inspire them to support its mission. It targets employees by creating a sense of fun and friendly competition between departments. The key message, “Do Good at Goodwill,” encourages pride in contributing to the organization’s community impact. Because the campaign will be shared on Slack, messages will be short, conversational and engaging to spark participation and keep energy high across teams.



3rd post (LinkedIn post):

@goodwillintl Next month, we’re launching *Do Good with Preston*, our new internal podcast hosted by Preston, president of Goodwill. ❤️

Each episode will highlight the incredible impact of the Consolidated Giving Fund, featuring nonprofit leaders, inspiring employee stories and student success stories that show how small actions create meaningful change.

Episodes are short, engaging and perfect for listening anytime — whether you’re on the go or taking a quick break. Stay tuned for the first episode and join us as we celebrate the good happening across our community! 🎧

Listen here: [Insert podcast link]

#DoGoodWithPreston #GoodwillGivesBack #VoicesOfGoodwill #PowerOfGiving
#CommunityImpact #GoodwillPodcast

Reflection: The goal of this campaign is to show that Goodwill is a leader in the charitable community. The audience includes donors, community members, employees, future employees

and leaders in other charitable organizations. The key message highlights Goodwill's commitment to meaningful impact and community leadership. Because LinkedIn is a professional platform, the post will use an informative, straightforward tone to build credibility and strengthen Goodwill's reputation.



4th post (Instagram story):

@goodwillintl See how your donations bring innovation to life! ❤️ Thanks to Goodwill employees through the Consolidated Giving Fund, the Robotics program at Acorn Middle School is thriving. Every contribution helps students learn, create and succeed! 🤖

Tag: @acornmiddleschool

#GoodwillGivesBack #ConsolidatedGivingFund #BuildingFutures #RobotsForGood

Reflection: This campaign aims to inspire community members by highlighting the positive impact of Goodwill's employee giving program. Targeting the local school community and broader community members, it shares heartwarming student stories that reinforce Goodwill's mission. The Instagram Story will repost a reel showing robotics students winning a competition, with voice-overs sharing how impactful the program has been. Reposting on Goodwill's main account will boost engagement and reach a wider audience.



5th post (X/Instagram/LinkedIn):

@goodwillintl Goodwill has been named one of Charity Magazine's Top 100 Nonprofits to Work For! A huge thank you to our amazing employees and generous donors; your dedication makes this possible. ❤️

Read more about this honor 👉 [Insert link to article]

#GoodwillGivesBack #Top100Nonprofits #DoGoodTogether #EmployeeImpact
#CommunityStrong

Reflection: This campaign aims to raise awareness that Goodwill creates positive change while fostering a safe and uplifting environment. The audience includes donors, employees, potential employees and others in the charitable sector. The Instagram post highlights Goodwill's recognition as one of Charity Magazine's Top 100 Nonprofits to Work For, reinforcing its impact through service and people. Using this timely news strengthens Goodwill's message of giving back to the community and supporting employees daily.