



2013

Pledge to plant a Sunflower • Garden • Field

And, shine a light of HOPE on depression

Join the movement at causes.com/FieldforHope



Pledge to Plant Social Sharing Tips

When you join the cause at Causes.com/FieldforHope you will automatically have the opportunity to share with your Facebook friends through direct message or by posting it to your timeline. By encouraging your friends and family to pledge to plant a sunflower, garden or field you will help shine the light of hope brighter for the 350 million people living with the treatable disease of depression. But why not shine the light even brighter by sharing with all your social networks? Below are some sample messages to help you get started.

Sample Messages

Facebook

*I just showed my support for iFred and the Field for Hope (tag) campaign at Causes.com by pledging to plant a sunflower to shine a light of hope for the 350 million people living with depression. Together we can end the stigma so people are no longer afraid to seek treatment. **LINK***

*May is mental health awareness month, will you help me end the stigma by taking the Field for Hope pledge to plant a sunflower and shine a light of hope for the 350 million people living with depression? **LINK***

*I'm planting my sunflower of hope in honor of (INSERT NAME OF A LOVED ONE). Will you take the Field for Hope pledge to plant a sunflower and shine a light of hope for the 350 million people living with depression? **LINK***

*I took the Field for Hope (tag) pledge to plant a sunflower to help shine a light of hope for the 350 million people worldwide living with depression. Every time I look at my sunflower I plan to think about (INSERT NAME OF A LOVED ONE). Will you take the pledge and help end the stigma? **Link***

*Our organization is planting a Field (or Garden) of Hope full of sunflowers. Each sunflower is a symbol of light and hope for the 350 million people living with the treatable disease of depression. Will you join Field for Hope (tag) by pledging to plant a sunflower, a garden or a field? **LINK***

*(Insert Org Name) is proud to be participating in Field for Hope (tag) by planting our field (or garden) of sunflowers to serve as a symbol of light and hope for the 350 million people living with the treatable disease of depression. Will you take the pledge to plant? **Link***

*Our organization is dedicated to ending the stigma associated with depression and mental illness. To raise awareness we have pledged to plant a Field for Hope (tag) sunflower field (or garden). Each sunflower serves as a symbol of light and hope for the 350 million people worldwide living with the treatable disease of depression. Will you take the pledge to plant a sunflower and help us shine the light even brighter? **Link***

Twitter

Join [@iFredorg](#) by pledging to plant a #sunflower and end the #stigma around #depression. <http://www.causes.com/fieldforhope> #FieldforHope

I just pledged to plant a @FieldforHope sunflower. Will you?
www.causes.com/fieldforhope #stigma #depression

Pledge to plant a #sunflower, garden or field and shine a light of hope for those living with #depression. <http://www.causes.com/fieldforhope>

Tags/Handle to use: #FieldforHope, #stigma, #depression, @iFredorg, @FieldforHope

Pinterest

There are a variety of easy ways you can support the campaign using your Pinterest account.

- Follow our boards @iFredorg
- Repin!
- Pin images of your sunflower, garden or field using #FieldforHope

Email

Dear family and friends,

I wanted to take a minute to share with you a cause that is very important to me, ending the stigma around depression and mental awareness. Individuals and organizations can join me by participating in the Field for Hope campaign. All you have to do is pledge to plant a sunflower, garden or field. Each sunflower serves as a symbol of light and hope for the 350 million people living with the treatable disease of depression. The campaign is inspired by the International Foundation for Research and Education on Depression (iFred). iFred's mission is to shine a positive light on depression and end the stigma associated with the disease through prevention, research and education.

The goal of the campaign is to get 5,000 people to take the pledge. It's simple. Just visit Causes.com/FieldforHope, join the cause and take the pledge. Until we all agree to take a stand and start positive conversations about the disease, millions of people will continue to go untreated out of fear of the stigma.

Thank you for joining me in this very important cause.

Sincerely,

