

ONLY **7** SECONDS®

action guide

IT'S TIME FOR A CONNECTION REVOLUTION



Rally with us to spread awareness about youth loneliness and advocate for change! Here's some ideas you can run with:

POST ON SOCIAL MEDIA

You are an influencer. Think about this, if you have 100 followers and all of them are in a room- that's actually a lot of people! Use your platform for good over the next 6 weeks. Talk about loneliness. Let people know why you love Only7Seconds. Share your story. There are people who need to hear from you, your perspective, and your voice. It matters.

TEXT 7 FRIENDS

Actually take the 7 seconds and reach out to the people you care about. Take the time to tell them why you appreciate them. Let them know you care.

ENGAGE YOUR NETWORKS

Share this initiative with your networks! The more people we can reach with this message the more impact we can make on youth who are lonely. Invite your networks to engage with this work and take action with you!

PARTICIPATE ON SHARE DAY

May 7 and June 7th are SHARE Days and we'd love to see how you join in. Whether you rep your merch, spread hope notes around your community, or take the time to intentionally connect- share with us how you're taking action!

JOIN US ON

07

MAY 7, 2024

[Click here to download the social kit for free content & captions to make it the most easy!](#)

CAN YOU HELP US WITH THIS IDEA?

On Tuesday May 7th, we want as many people as possible to post a "7" representing Only7Seconds, the loneliness epidemic, and the importance of taking only 7 seconds to reach out.

Post a 7 on social media. You can be as creative as you'd like OR you can always use one of the photos or graphics here! If you share a story, post, reel, or tiktok- tag @only7seconds so we can repost you.



donate & fundraise

DONATE INDIVIDUALLY

Whether it's \$10 or \$100, your contribution to our \$100,000 has impact and helps this message reach even as many youth as possible. We know it's a really big goal, but we think we can hit it together! [Donate here!](#)

BECOME A FUNDRAISER

Create your own fundraising page and invite your friends, family, and coworkers to give too. Rumor has it, there's prizes in store for our top fundraisers. It's so easy! You can do it as an individual or rally some people and make it a team effort! Here's how it works:

- 1) [You'll create a personalized fundraising page by clicking here.](#) (It's super easy, but here's a video walk through if you want to see it!)
- 2) Set your goal, add photographs and share your "why" if you'd like, and then share your page with friends and family, and encourage them to join the movement by donating.
- 3) You can also fundraise through various activities like running a 5K, organizing a bake sale, hosting a social media challenge, or engaging your network in other creative ways.

TIPS TO HELP YOU GET THE WORD OUT:

- 1) Text your friend or family group chat and just say "Hey, this is something I care about, would you consider giving \$7 today?"
- 2) Share it with coworkers, your gym family, book club, or running group and ask if they'd consider supporting the cause.
- 3) Make it fun! If you love baking, offer to make a batch of their favorite cookies in exchange for donating. Plan a little celebration for those who gave when you reach your goal! Or offer social media shoutouts along the way!
- 4) Think about local organizations that might be willing to help support and contribute! Your local volunteer group, rotary clubs, or businesses have contacts with are great places to start.



SHARE your story

YOUR STORY MATTERS

- What impact has Only7Seconds has made in your life over the last 5 years?
- When has someone intentionally and meaningfully connected with you?
- What have been some of the loneliest times in your life?
- How has connection impacted you throughout your life?

[Click here to share your story with us!](#)



JOIN THE EMAIL LIST

There's more in store, so don't miss it! Sign up to be the first to access the new resources on the way. [Join here! We promise not to spam your inbox!](#)

MORE WAYS TO TAKE ACTION:

BUY ONLY7SECONDS MERCH

One of the easiest ways to help support & spread the message is to snag some merch. [Grab a pack of hope notes, some wristbands, a new sweatshirt or baseball hat and rep O7S in your world!](#)



SIGN UP TO GET OUR TEXTS!

Can we shoot you a text? Be the first to hear what's happening in the Only7Seconds' world in real time. Text NMLY to 13159968066 to opt in!



ONLY7SECONDS

now

This just happened! Listen to this story from one of our supporters during the campaign.