

UPMC Pinnacle Foundation Day of Gratitude Ambassador Toolkit

Social Media Post #1

General Awareness Post:

Gratitude has the power to heal.

From September 21-25, the UPMC Pinnacle Foundation is celebrating Day of Gratitude, recognizing the caregivers, programs, and services that bring comfort, healing, and hope to patients and families across UPMC in Central Pa.

Did a doctor, nurse, therapist, volunteer, or other caregiver make a difference in your life? Share your story of gratitude and help remind them why their work matters here: [Grateful Patients and Families Program | UPMC Pinnacle Foundation](#)

You can also turn gratitude into action by supporting the Helping Hands Fund, which assists patients and families facing financial hardship.

#DayOfGratitude #GratitudeChangesEverything #UPMCPinnacle Foundation
#HealingThroughGratitude

Social Media Post #2

Personal Story Template:

I'm grateful for the care [I/my loved one] received at UPMC Central Pa.

[INSERT YOUR STORY HERE]

Whether it was a compassionate nurse, a dedicated physician, a caring therapist, or a support staff member who went above and beyond, those moments make a difference.

That's why I'm supporting the UPMC Pinnacle Foundation's Day of Gratitude from September 21-25th.

If a UPMC Central Pa. caregiver made a difference in your healthcare journey, share your words of gratitude here: [Grateful Patients and Families Program | UPMC Pinnacle Foundation](#) Together, we can celebrate the people who bring comfort, healing, and hope every day.

#DayOfGratitude #ThankACaregiver #UPMCPinnacleFoundation #GratefulPatient

Social Media Post #3

Turn Gratitude Into Action Post – September 25th:

A simple act of gratitude can create a lasting impact.

As part of the UPMC Pinnacle Foundation's Day of Gratitude, I'm encouraging friends and family to recognize the caregivers and programs that have made a difference in their lives and to turn gratitude into action with a gift to the Helping Hands Fund.

On September 25th, consider making a gift to the **Helping Hands Fund**, which bridges the gap for patients facing financial hardship and ensures that they receive the care and support they need to heal with dignity.

Your generosity can help provide hope to patients across our region. Join me as we celebrate gratitude and help ensure care is available for those who need it most.

#DayOfGratitude #HelpingHandsFund #GiveWithGratitude #UPMCPinnacleFoundation

Sample Email:

Subject Line Options

- Join Me in Celebrating Day of Gratitude
- Share Your Story of Gratitude
- Honor Someone Who Made a Difference
- Turn Gratitude Into Action This September

Email Copy

Dear Friends,

Today, I'm reaching out to share an opportunity that is especially meaningful to me.

From September 21 through September 25, the UPMC Pinnacle Foundation is celebrating **Day of Gratitude**, a special week dedicated to honoring the caregivers across UPMC Central Pa. that bring comfort, healing, and hope to patients and families every day.

Many of us have experienced moments when a nurse, physician, therapist, volunteer, or other member of a care team made a difficult journey a little easier. Day of Gratitude is an opportunity to recognize those individuals and let them know the lasting impact they have had on our lives.

You can participate in Day of Gratitude by:

- Sharing a story of gratitude about a UPMC Central Pa. caregiver or team that made a difference in your life
- Turning your gratitude into action with a gift to the Helping Hands Fund on September 25

The Helping Hands Fund bridges the gap for UPMC Central Pa.'s most vulnerable patients, providing medications, food resources, and housing assistance so patients facing financial hardship can heal with dignity. Your gift will bring hope to patients and families throughout our community.

I hope you'll join me in celebrating the dedicated caregivers who make healing possible every day.

With gratitude,

[YOUR NAME]