

Retirement Fund for Religious

Sponsored by the National Religious Retirement Office

Fall 2025

Dear Friends in Christ,

I am pleased to present this newly developed resource—a comprehensive social media tool kit guide created to support your efforts in promoting the Retirement Fund for Religious.

This resource was thoughtfully designed with parishes, (arch)diocesan offices, and religious communities in mind, offering an easy and meaningful way to share the mission of caring for our aging religious.



Inside, you'll find a variety of ready-to-use bilingual materials—including infographics, social media posts with interchangeable images and texts, and videos—that make it simple to communicate the ongoing and urgent need facing our senior sisters, brothers, and religious order priests.

Whether you're part of an (arch)diocesan communications team, or in a leadership or ministry role, this tool kit provides practical materials and inspiring language to help you raise awareness, encourage generosity, and remind the faithful of the lasting impact of their support.

Our hope is that this guide empowers you to share a message rooted in faith, service, and gratitude—ensuring that those who have given a lifetime receive the care they so richly deserve.

If you have any questions about using the tool kit or need assistance tailoring materials for your (arch)diocese, please don't hesitate to reach out to Robin Cabral at robincabral@retiredreligious.org.

In Christ,

John Knutsen
Director

Photo, from left: Brother Jordan Coonen, OP, 84; Sister Maria Cigolini, MSCS, 86; Sister Sharon Glumb, SLW, 76.

retiredreligious.org



National Religious Retirement Office

Sponsor of the Retirement Fund for Religious

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Social Media Tool Kit

Help Elderly Religious

The Retirement Fund for Religious collection is annual—but the need is year-round.

Without support from generous Catholics across the country, many religious institutes would face immense hardship in caring for their aging members.

With your help, thousands of retired sisters, brothers, and religious order priests will receive the care and dignity they deserve.

Your support promoting the collection is vital in getting the word out about the upcoming appeal and sharing the faces and stories of the senior religious with your parishioners.

About the Tool Kit

New this year is a fully redesigned social media tool kit, and this comprehensive guide, designed to help you raise awareness online with ready-to-use graphics, videos, and sample posts. This guide will help you make the most of these resources.

What's Included

The tool kit includes a variety of resources available for download, including images, infographics, videos, and suggested captions in English and Spanish to help spread the word quickly and effectively.

You may use any number of these items. A full list of resources and a suggested posting schedule is also included to make promotion easy and effective.



Full List of Resources

Below is a comprehensive suite of materials to support your (arch)diocese's participation in the Retirement Fund for Religious campaign.

All posts are available in English, Spanish, or both, and can be paired with images, infographics, or video resources provided in this tool kit.

About the Assets

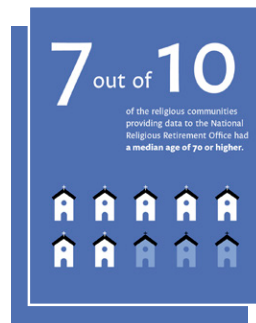
These resources are designed to be shared across Instagram, Facebook, and X. Each post and asset plays a role in educating your community, inspiring support, and expressing gratitude.

We encourage you to use them leading up to, during, and after your (arch)diocese's collection weekend and have included a suggested posting schedule for your efforts.

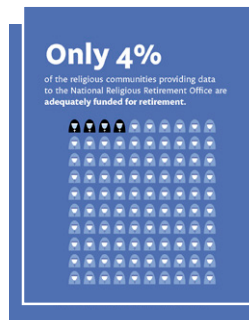
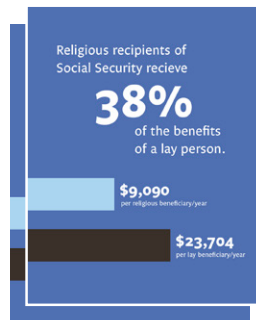
Introduction & Thank You



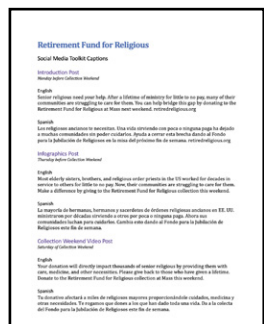
Infographics



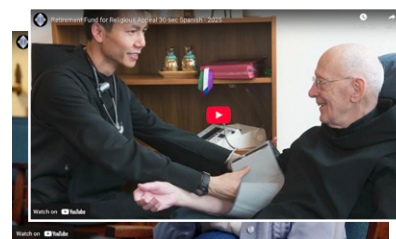
Collection Weekend



Captions Document



Collection Weekend Videos



[English Version](#)

[Spanish Version](#)

Suggested Posting Schedule

Below is a sample social media posting calendar to help you promote the Retirement Fund for Religious appeal in the days leading up to and following your (arch)diocese's collection weekend (nationally scheduled for December 13–14, 2025).

Use the template below to create a posting schedule based on your (arch)diocese's collection date.

More Post Ideas

Repost articles from your (arch)diocesan publication about the upcoming collection.

Share (arch)diocesan created videos if available.

Highlight news stories or radio clips from local outlets covering the collection if available.

Sample Posting Schedule Template

