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# **The Secret To Living Is Giving**

**Social Media Toolkit**

# Spread Ripples of Kindness this Holiday Season

## Join Tony Robbins' "Force for Good" Campaign

This holiday season, we're inviting you, our influential creators and inspiring leaders, to be a *force for good* and help us spread ripples of kindness throughout our communities.

Tony Robbins believes that "the secret to living is giving" - and we couldn't agree more. That's why we're calling on you to join us in making a difference.





# How you can get involved

## 1. Participate in Basket Brigade

Partner with a local organization or gather friends to assemble and deliver holiday baskets to families in need. Share your experience on social media using **#SecretToLivingIsGiving**.

Find more information about Tony's story and The Tony Robbins Foundation's international volunteer movement called Basket Brigade here: <https://www.thetonyrobbinsfoundation.org/programs/basket-brigades/>

## 2. Do Something Meaningful

Think of a way you can make a positive impact that aligns with your passions. It could be volunteering, donating, or simply an act of kindness.

The most important thing is to go out and do it! Share your story and invite others to participate using **#SecretToLivingIsGiving**

## 3. Inspire Others

Post about your holiday "force for good" experience on social media and use the quote **“The secret to living is giving.”** in your social media post. Be sure to tag **@TonyRobbins** so we can amplify your story and show the world the power of community and giving.

***The most impactful stories may even be featured on Tony's Instagram stories or in our end-of-campaign video celebrating all the good we've created together.***

# General Social Toolkit



## When

November 14– December 5 (through Giving Tuesday)

## Where

The choice is yours! You can get involved by:

- Partnering with a local organization for a Basket Brigade
- Gathering friends for a holiday giving event
- Doing a random act of kindness in your community

## Why

When Tony Robbins was just 11 years old, his family was struggling to put food on the table. On Thanksgiving Day, a stranger knocked on their door with bags of food and changed his life forever. That act of kindness planted a seed that would grow into Tony's lifelong mission of giving back.

Today, through initiatives like The Tony Robbins Foundation Basket Brigade and his commitment to being a force for good, Tony has proven that sometimes the smallest acts of kindness can create the biggest ripples of change. This holiday season, we're carrying forward that legacy of giving by inviting our community to create their own ripples of kindness.

As Tony says, "The secret to living is giving" – because when we give, we not only change others' lives, we transform ourselves. Whether it's delivering food to families in need, volunteering at a local shelter, or finding your own unique way to give back, every act of kindness matters.



# Assets & Copy Ideas

We've provided assets and sample social copy to help you spread the word. Feel free to use these, or share your own photos and videos of how you're being a **Force For Good** in your community this holiday season.

[SEE HERE FOR ALL SOCIAL ASSETS](#)

The world could use more kindness right now. This holiday, I'm finding my own way to uplift my community. Will you join me in being a Force for Good?

**#TheSecretToLivingIsGiving**

@tonyrobbins

@thetonyrobbinsfoundation

This holiday season, I'm choosing to be a force for good in my community. Whether it's volunteering, donating, or a simple act of kindness, I'm committed to spreading more light. Join me and @tonyrobbins in finding meaningful ways to give back.

**#TheSecretToLivingIsGiving**

Giving back doesn't have to be complicated. Even small gestures can make a big difference. This season, I'm getting involved in a way that's meaningful to me - what about you? @tonyrobbins

**#TheSecretToLivingIsGiving**

"The secret to living is giving."

- @tonyrobbins

@thetonyrobbinsfoundation

**#TheSecretToLivingIsGiving**

Sometimes the greatest gift we can give is our time and care. This season, let's come together in whatever way inspires us most. How will you make a difference and be a Force for Good? **#TheSecretToLivingIsGiving** @tonyrobbins @thetonyrobbinsfoundation

