

Retirement Fund for Religious

Sponsored by the National Religious Retirement Office

Fall 2026

Dear Friends in Christ,

The 2026 Retirement Fund for Religious collection is approaching, and to support your promotional efforts, we've developed a comprehensive social media tool kit and this accompanying guide.

This resource was designed with (arch)diocesan offices, parishes, and religious communities in mind. Whether you are part of an (arch)diocesan communications team or serve 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.



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

Your support is vital to spreading the word about the upcoming appeal. Without the generosity of Catholics across the country, many religious institutes would face immense hardship in caring for their retired members. We hope this tool kit empowers you to share a message rooted in faith, service, and gratitude—ensuring that those who have given a lifetime of service receive the care they so richly deserve.

If you have any questions about using this resource or need assistance tailoring the materials for your (arch)diocese, please contact Robin Cabral at campaign@retiredreligious.org.

In Christ,

A handwritten signature in blue ink, appearing to read "M. A. Knutsen".

John Knutsen
Director

*Photo, from left: Father David Costello, OCD, 90;
Sister Anne Lanh Tran, LHC, 80; Sister Aida Sansor, MGSps, 87.*

retiredreligious.org



National Religious Retirement Office
Sponsor of the Retirement Fund for Religious

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How to Use the 2026 Social Media Tool Kit

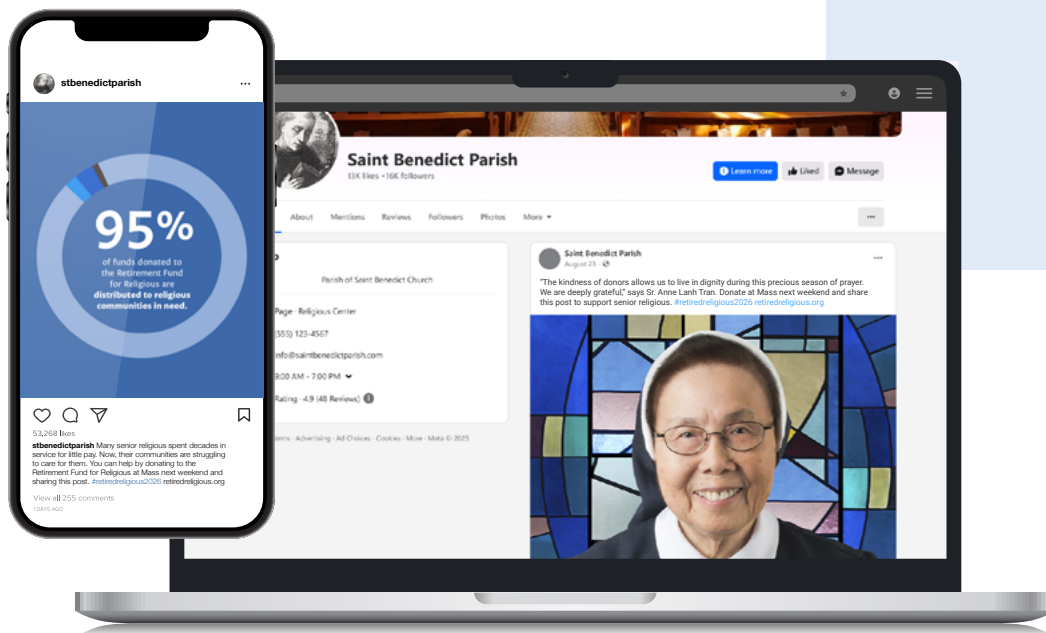
A Quick-Start Guide

- 1 **Copy text** from the *rfr26 Social Media Captions.docx* file. Choose from the suggested bilingual options, and note the associated images or video links for each post.
- 2 **Select images** from the *rfr26 Posts* folder, which contains the *Infographic Posts* and *Photo Posts*. Within the subfolders, choose from the English and Spanish options.
- 3 **Publish or schedule the posts** on your chosen social media platforms using the Sample Posting Schedule Template on page 4 of this guide.
- 4 **Send a letter** encouraging (arch)diocesan and parish staff to use the tool kit in their promotional efforts. Use the *rfr26 DC Template Letter to Staff.docx* file.

What's Included?

The tool kit includes downloadable images, infographics, videos, and suggested captions in English and Spanish—all designed to help spread the word quickly and effectively.

▼ rfr26_social_media_tool_kit.zip
▼ rfr26 Posts
▼ Infographics Post
▶ English
▶ Spanish
▶ Photo Posts
📄 rfr26 DC Template Letter to Staff.docx
📄 rfr26 Social Media Captions.docx
📄 rfr26 Social Media Tool Kit Guide.pdf



Suggested Posting Schedule

Below is a sample social media posting schedule to help you promote the Retirement Fund for Religious appeal before, during, and after your (arch)diocese's collection weekend. The national collection is scheduled for December 12–13, 2026.

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

More Post Ideas

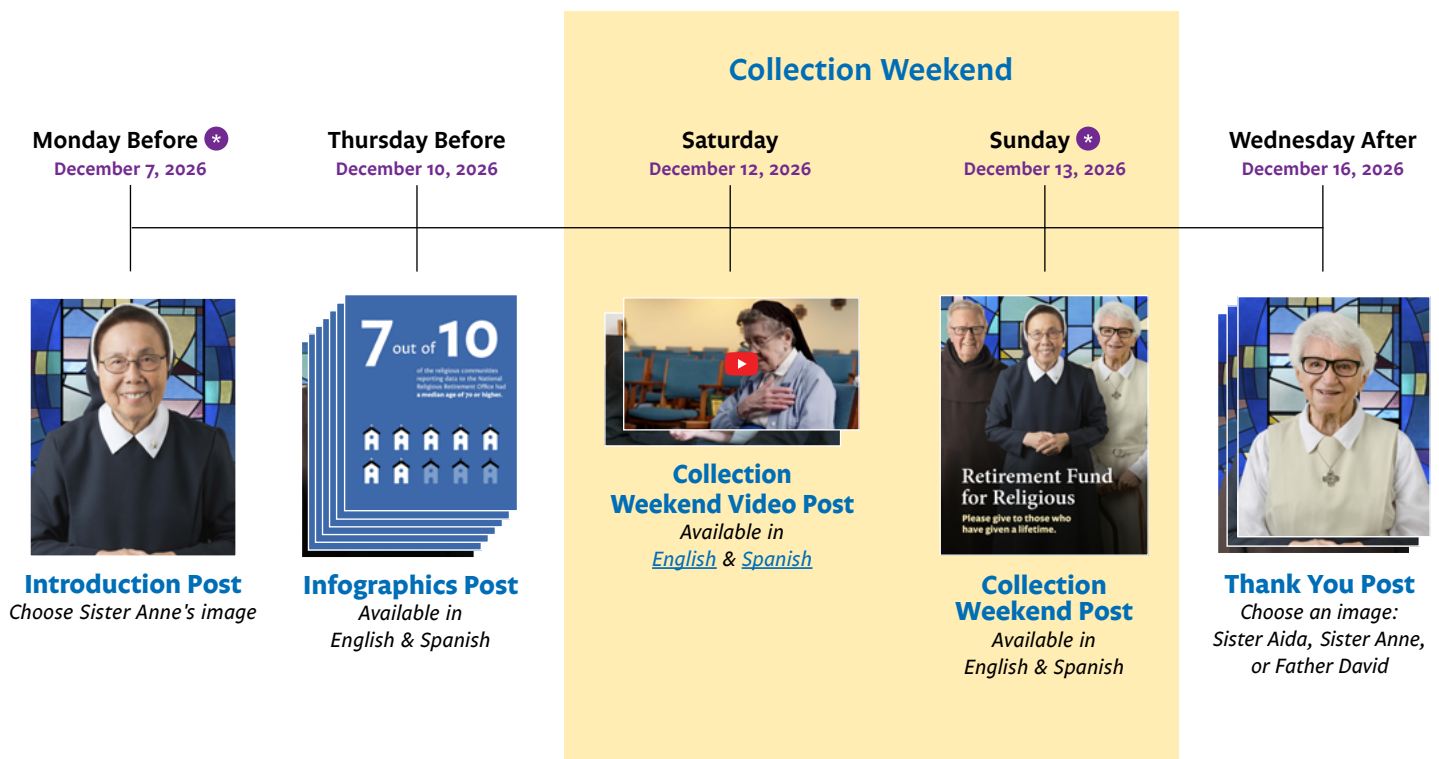
Repost articles from your (arch)diocesan publication about the upcoming collection.

Share videos created by your (arch)diocese, if available.

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

Encourage participation by sending the tool kit to communications staff, and by asking parishes, religious communities, schools, and supporters to share your posts and use the [#retiredreligious2026](#) hashtag to extend the appeal's reach.

Sample Posting Schedule Template



* **Posting Tip:** If you plan to post only once or twice, please choose from the starred options.

Tool Kit Contents

Below are materials designed to support your (arch)diocese's participation in the Retirement Fund for Religious campaign.

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

About the Assets

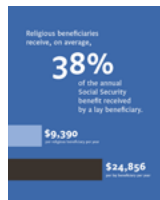
These resources are designed for sharing on Facebook, Instagram, and X. Each resource helps educate your community, inspire support, and express gratitude.

We encourage you to use these resources before, during, and after your (arch)diocese's collection weekend. A suggested posting schedule is included to help guide your efforts.

Introduction Post
Choose Sister Anne's image



Infographics Post
Available in English & Spanish



Collection Weekend Video Post
Available in [English](#) & [Spanish](#)



Collection Weekend Post
Available in English & Spanish



Thank You Post
Choose from these three images.



Additional Resources
Use these additional documents to assist your communications throughout the collection.

