



**Nonprofit
Leadership
Alliance**

NATIONAL CNP DAY
SOCIAL MEDIA TOOLKIT



Happy National CNP Day!

After 75 years of building a passionate cohort of changemakers nationwide, we want to take the opportunity to celebrate your commitment to making the world a better place. As such, we would like to officially announce the first National CNP Day, commemorated on our CNP founding date, March 1st. We have had the pleasure of working with changemakers throughout the world, and hope you join us today to celebrate yourself, fellow CNPs, and the nonprofit sector as a whole.

To celebrate, we crafted a toolkit to guide your social media activity for National CNP Day. You are encouraged to share your own photos, experiences, and stories, too!

Don't Forget to Tag Us! This way, we will see and engage with your posts.

Tag us (@NonprofitLeadershipAlliance) on LinkedIn, Facebook, Instagram, (@NPL_Alliance) on Twitter, and (@NPL.Alliance) on TikTok.

Use the official National CNP Day hashtag: #CNPsEverywhere

How to share National CNP Day 2023 with your network!

Step 1) Download sample National CNP Day images from the folder below.

Step 2) Log on to your favorite social media site.

Step 3) Copy and paste any of the messages below or create your own message and add our official hashtag, #CNPsEverywhere.

Step 4) Upload your post and encourage others to participate in the National CNP Day conversation!

National CNP Day Graphics



Download through the link provided below

& MORE!

[National CNP Day Graphics:](#) Share these to your social media to celebrate National CNP Day!

Use today to share messages of celebration and inspiration. This can be done by sharing your story, how a CNP has impacted your life, or how a CNP has benefitted your organization. Use the following sample social media messages or craft your own!

1. March 1st is National CNP Day! Today, I would like to recognize the extraordinary work CNPs do daily. Join us as we celebrate thousands of CNPs in communities across the world. #CNPsEverywhere
2. Today, on National CNP Day, I join thousands of Certified Nonprofit Professionals worldwide to celebrate our commitment to making the world a better place. I am proud to be a part of this amazing group of individuals and cannot wait to see the work we continue to accomplish. #CNPsEverywhere
3. As a Certified Nonprofit Professional, service to the greater good is central to my personal and professional life. In celebration of National CNP Day, I am volunteering with... Share who you are volunteering with below! #CNPsEverywhere
4. Today, I would like to highlight _____, CNP for the impact that they have had on my life and career in the nonprofit sector. I am immensely grateful for their guidance and support in my CNP journey. #CNPsEverywhere
5. Today, I would like to highlight _____, CNP for the impact that they have had in the nonprofit sector. _____, your work and passion for building a better world is nothing short of miraculous. #CNPsEverywhere

If you have any questions or concerns, please contact Abbie Pinter, our Digital Marketing Intern at abbie@nla1.org.