

**all captions under each of the graphics may be used at partner discretion. However, the key below outlines the direction we followed in tone, language and audience and can be used to determine which caption best fits your cadence or account.*

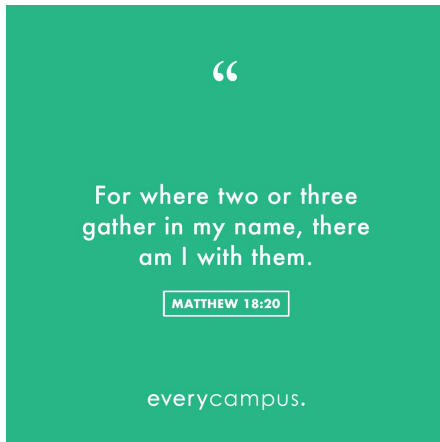
Audiences:

Caption 1: Students directly involved in your campus ministry

Caption 2: Active student audiences, and is broad enough to reach alumni, community members and students who might not yet be connected

Caption 3: The most general post; used to define and create awareness for EveryCampus; can be used for broader channels/accounts within your ministry to reach members of your audience who aren't specifically connected to campus ministry

Graphic 1



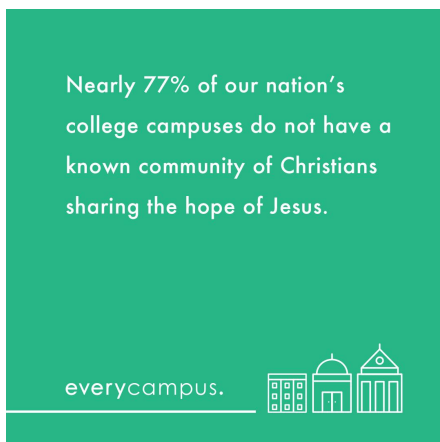
Approved

Caption 1: CHALLENGE: Go on at least one prayer walk this week at [TAG SPECIFIC COLLEGE]. Comment below when you've completed the challenge! 📌

Caption 2: Grab a friend (tag them here!) and take a prayer walk around your campus today. You never know what might happen. 🙏

Caption 3: The best part of ministry is that we don't have to do it alone. By inviting your friends into what you're doing, you open the door for so much more! 📌

Graphic 2



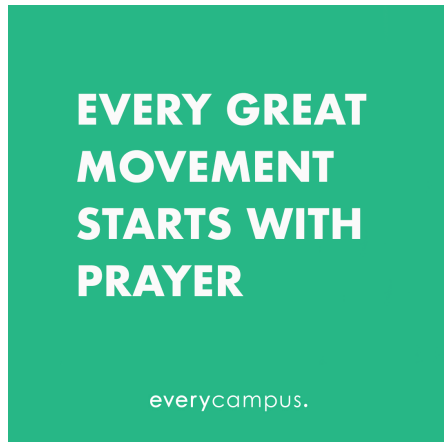
Approved

Caption 1: Did you know that there are campuses in America with no active campus ministries? We're on a mission to change that, and it all starts with prayer. Visit @everycampusmovement or everycampus.com to learn more!

Caption 2: Do you want to see a spiritual movement on your campus? So do thousands of others. Join the mission and learn more by following @everycampusmovement or visit everycampus.com.

Caption 3: There is one thing we can all agree on: We need Jesus! Help bring the hope of Christ to every college campus through prayer and unified vision! Follow @everycampusmovement or visit everycampus.com to learn how.

Graphic 3



Approved

Caption 1: We believe that BIG things can happen when we work together for the kingdom, which is why we're teaming up with campus ministries across America through @everycampusmovement to cover every 🙌 single 🙌 campus 🙌 in prayer! If you're passionate about reaching your school with the gospel, but don't know where to start, prayer walking is a simple—but powerful—first step. Get started at everycampus.com.

Caption 2: It's undeniable that when we work together, we can create something incredible! Using that knowledge, let's partner hand-in-hand to intentionally reach #EveryCampus in America with the hope of Jesus. Prayer walking is a simple—but powerful—first step. Get started at everycampus.com. 🙌

Caption 3: God moves when people come together, especially when we're together in prayer.. Let's team up and work together to cover each and every campus in America in prayer! Get started at everycampus.com.

Graphic 4



Approved

Caption 1: We're partnering with [TAG OTHER LOCAL CAMPUS MINISTRY PARTNERS] to join the #EveryCampus movement. ICYMI: @everycampusmovement is a vision to cover every single campus in America in prayer. 🙌 We'll be meeting up at [DATE / TIME / LOCATION] for our first joint prayer walk, so take 5 minutes right now, find [TAG COLLEGE] on everycampus.com, sign up and plan to join us!

Caption 2: If you agree that every great movement starts with prayer, then join us at [DATE / TIME / LOCATION] for our first joint prayer walk as part of the @everycampusmovement. Take 5 minutes right now, find [TAG COLLEGE] on everycampus.com, sign up and plan to join us! 🙌

Caption 3: ICYMI: @everycampus is a vision to cover every single campus in America in prayer and we're starting {on ours/right here/at college name}. 🙌 Join us at [DATE / TIME / LOCATION] to spread the hope of Jesus across [TAG COLLEGE]. Be there or be ■

Graphic 5



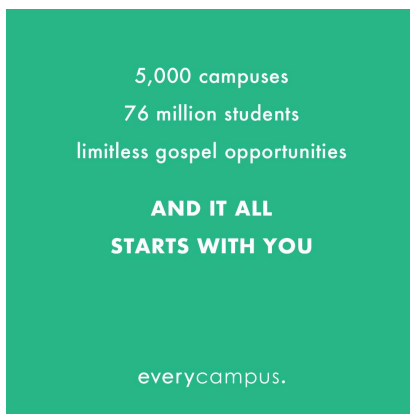
Approved

Caption 1: Getting started with #EveryCampus is as easy as 1,2,3. ✅ Grab a friend (or two), make a commitment and prayer walk. Tag a friend below to invite them to pray with you today!

Caption 2: It all starts with prayer, and our unified prayer with thousands across America is for the gospel to reach #EveryCampus in the country. Will you join the movement?

Caption 3: Get started with #EveryCampus today by committing to prayer walk on a local college campus! What are you waiting for? 🤔

Graphic 6



Approved

Caption 1: So...what are you waiting for? Visit everycampus.com, search for [SCHOOL NAME], make a commitment and prayer walk. 🙌

Caption 2: You know you want to join the #EveryCampus movement! Visit everycampus.com TODAY, search for [SCHOOL NAME], make your commitment and prayer walk. 🙌

Caption 3: [SCHOOL NAME] is a college campus near you with endless opportunities to spread the hope of Jesus. What are you waiting for? Visit everycampus.com today to join the #EveryCampus movement!