

ONE SMALL STEP

JANUARY SOCIAL TOOLKIT

“Those who expect to reap the blessings of freedom must, like men, undergo the fatigue of supporting it.”

— Thomas Paine

When in the Course of human Events...

January kicks off our yearlong celebration of America's 250th anniversary. As we approach this historic milestone, we're asking you to reflect on the ideas that shaped America and the opportunities we have to carry them forward.

Below you'll find social media prompts, graphics, and action items to help amplify our message, so you can take small but meaningful steps to advance freedom and opportunity in your own community.

Key Themes for January:

Community Engagement: Sign your name to the Declaration of Independence.

Historical Reference: The Declaration of Independence (1776) — The founding moment of the American experiment in liberty, when individuals boldly declared their right to self-governance and freedom.

Call to Action: Invite Americans to sign and share the Declaration of Independence, showing their commitment to the ideals our country was founded on. Just as Americans in 1776 boldly declared their freedom, this January, we invite you to do the same. Sign your declaration, recite the declaration—and inspire others to take one small step toward strengthening freedom. Participants are encouraged to post a photo holding it with #DeclareYourIndependence.

Ask: Digitally or physically sign your own Declaration of Independence using our links below. Post a photo holding it with #DeclareYourIndependence to show your renewed commitment to America's founding ideals.

Landing Pages:

Vanity URL (please use for socials, ads, and digital/print products): www.A250Toolkit.com

One Small Step Toolkit: <https://americansforprosperity.org/one-small-step-toolkit/>

January: <https://americansforprosperity.org/one-small-step-toolkit/january/>

Digital Declaration: <https://americansforprosperity.org/one-small-step-toolkit/january/declaration/>

Graphics & Videos:

January Graphic: [Canva Link](#)

Campaign Hype Video: https://youtu.be/LMcpN_asx1Q (Please “like” and share to your social channels!)

Social Media Prompts:

- How do the origins of American freedom inspire us today—and what must we do to carry those ideals forward into tomorrow?
- When you read the words “When in the course of human events...”, what responsibility do you think they place on citizens like us?
- The Founders didn’t just believe in liberty — they signed their names to it. What principle would you be willing to publicly stand behind?
- How do you think ordinary citizens — not politicians — shape the future of freedom?
- Nearly 250 years later, what part of the American experiment do you feel most responsible for protecting?
- How does signing your name to an idea change how seriously you take it?

Potential Facebook Copy:

“When in the course of human events...” 

Those words didn’t just mark a moment in history — they marked a responsibility.

Nearly 250 years ago, ordinary Americans put their names to an idea: that freedom belongs to the people, and self-government requires courage, conviction, and action. This January, we’re inviting Americans to do more than remember the Declaration of Independence — **to recommit to it.**

👉 **Download and sign your own Declaration of Independence**

📸 Share a photo holding it with **#DeclareYourIndependence**

One small step. A lasting commitment.

👉 A250Toolkit.com

Potential X/Twitter Copy:

“When in the course of human events...” 

Those words weren’t just history — they were a call to responsibility.

This January, recommit to the principles that made self-government possible.

👉 Sign the Declaration of Independence

📸 Share with **#DeclareYourIndependence**

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Potential LinkedIn Copy:

Leadership in a free society begins with personal responsibility.

As **Thomas Paine** once warned:

“Those who expect to reap the blessings of freedom must, like men, undergo the fatigue of supporting it.”

That insight remains as relevant today as it was in 1776.

This January, we’re encouraging Americans to move beyond reflection and toward action by signing the Declaration of Independence – a symbolic but meaningful recommitment to the ideals of liberty and civic duty.

 **Sign the Declaration**

 Share with **#DeclareYourIndependence**

Because freedom endures only when we choose to support it.

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