

# ONE SMALL STEP

## FEBRUARY SOCIAL TOOLKIT

*“The God who gave us life gave us liberty at the same time.”*

— Thomas Jefferson

# *The Pursuit of Happiness...*

February continues our yearlong celebration of America's 250th anniversary by lifting up a timeless truth: **free people pursue happiness by living with purpose, responsibility, and opportunity.**

From the Founding era to today, Americans have understood happiness not as comfort or entitlement, but as the freedom to build a life—through work, faith, family, service, and self-government.

This month we invite Americans to reflect on their own American Dream story and share what the pursuit of happiness looks like in their lives today.

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 February:

**Community Engagement:** Share your American Dream story. <https://a250toolkit.com/feb-share-story>

### Historical Reference:

The Declaration of Independence (1776) — where the **pursuit of happiness** is recognized as a natural right, grounded in liberty, moral agency, and self-governance.

### Call to Action:

Invite Americans to reflect on and share how freedom has shaped their opportunity—and how they pursue happiness through responsibility, perseverance, and purpose.

Participants are encouraged to:

- Reflect on what happiness and opportunity mean in their lives
- Share a digital American Dream card
- Engage with stories of notable Americans who pursued happiness through character and conviction

## **Landing Pages:**

Main Website (please use for socials, ads, and digital/print products): [www.A250Toolkit.com](http://www.A250Toolkit.com)

February Landing Page: <https://americansforprosperity.org/one-small-step-toolkit/february/>

American Dreamers Collage (Notable Figures):

<https://americansforprosperity.org/one-small-step-toolkit/february/dreamers/>

## **February Graphic: [Click Here](#)**

### **Social Media Prompts:**

Use these prompts to spark thoughtful reflection:

- What does the pursuit of happiness look like in your everyday life?
- How has freedom created opportunity in your own story?
- What responsibility comes with the freedom to pursue happiness?
- How do ordinary Americans keep the American Dream alive?
- What opportunity do you hope the next generation gets to pursue?
- What part of your life best reflects the American Dream?

## **Potential Facebook Copy:**

For nearly 250 years, Americans have pursued happiness by building lives rooted in freedom and responsibility.

The American Dream has always been shaped by ordinary people—working, serving, and striving to create something better.

This February, we're inviting Americans to share their American Dream story and reflect on what the pursuit of happiness looks like today.

👉 [A250Toolkit.com](http://A250Toolkit.com)

One small step. A shared legacy.

## **Potential X/Twitter Copy:**

The American Dream is built by ordinary people pursuing opportunity on their own terms.

#PursuitofHappiness

👉 [A250Toolkit.com](http://A250Toolkit.com)

## Potential LinkedIn Copy:

As America approaches its 250th anniversary, this February we're inviting Americans to reflect on how opportunity is created—and how ordinary citizens carry the American Dream forward through hard work, service, and self-government.

Share your American Dream story:

👉 [A250Toolkit.com](http://A250Toolkit.com)