

ONE SMALL STEP

MAY SOCIAL TOOLKIT

"...that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion"

-Abraham Lincoln

"Last Full Measure of Devotion"

May's toolkit centers on one of America's most sacred responsibilities: remembering those who gave their lives so others could live free. Memorial Day is more than the unofficial start of summer – it is a time to honor sacrifice and renew our commitment to the republic they defended.

From the battlefields of the Revolutionary War to modern conflicts, generations of Americans answered the call to preserve liberty at the highest cost. Their courage reminds us that freedom is never free. It must be remembered, protected, and carried forward by each generation.

This month, we invite Americans to take one small step by reciting and affirming the Pledge of Allegiance – at home, with family, in the community, or online. It is a simple civic ritual that connects remembrance to responsibility and gratitude to action.

Below you'll find social media prompts, graphics, and action items to help amplify this message and encourage others to honor the fallen by taking the pledge.

Key Themes for May:

Community Engagement: Honor the fallen this Memorial Day by reciting the Pledge of Allegiance individually, with family, or in your community.

Historical Reference: The Pledge of Allegiance was first written in 1892 by Francis Bellamy to commemorate the 400th anniversary of Christopher Columbus' arrival in the Americas. It was later formally recognized by Congress in 1942 as the official pledge of the United States, becoming a lasting civic tradition that expresses loyalty to the republic and its ideals.

Call to Action: Take the pledge this Memorial Day. Recite it, sign the digital pledge page, or record and share a video encouraging others to join.

Ask: Share why patriotism, sacrifice, and civic responsibility still matter – and invite others to take the pledge.



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Landing Pages:

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

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

Digital Pledge: <https://speak4.app/lp/i9014s75>

May Graphic: [Click Here](#)

Baseball Cards: [Click here](#)

Remembrance Cards: [Click here](#)

Social Media Prompts:

Use these prompts to spark thoughtful reflection:

- What does the Pledge of Allegiance mean to you?
- Why is Memorial Day important to remember beyond the holiday weekend?
- Who are you honoring this Memorial Day?
- How can small civic traditions help keep freedom strong?
- What does “liberty and justice for all” mean today?
- Why should the next generation know the Pledge of Allegiance?
- Share a photo or video of you taking the pledge this Memorial Day.
- How can we honor sacrifice through action, not just words?

Potential Facebook Copy:

What do you do with the freedom you’ve been given?

Our freedom is preserved by those who are willing to give everything. In turn, it's our responsibility to make sure we don't take our country for granted.

That starts with something simple. Take a moment to say the Pledge of Allegiance today.

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Potential X/Twitter Copy:

What do you do with the freedom you’ve been given?

Our freedom is preserved by those who are willing to give everything.

In turn, it's our responsibility to make sure we don't take our country for granted.

Take a moment today to say the Pledge.

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Potential LinkedIn Copy:

What do we do with the freedom we've been given?

Our freedom is preserved by those who are willing to give everything in service to the country. That reality shapes the opportunities available to us and the lives we're able to build.

In turn, it creates a responsibility to treat those freedoms with care and intention. One way that responsibility shows up is through simple, intentional actions, like taking a moment to recite the Pledge of Allegiance and reflect on what it represents.

Take a moment today to say the Pledge.

Learn more: www.A250Toolkit.com



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