A Christmas-themed social media campaign for the Houston ToolBank. Our goal was to reach local volunteers and convince them to borrow tools from our nonprofit warehouse. I developed the original pitch and copy for this campaign.



Elfie figures Santa's sleigh could use a quick wash.

Need tools? www.houstontoolbank.org

#BlueTools #ElfOnAShelf

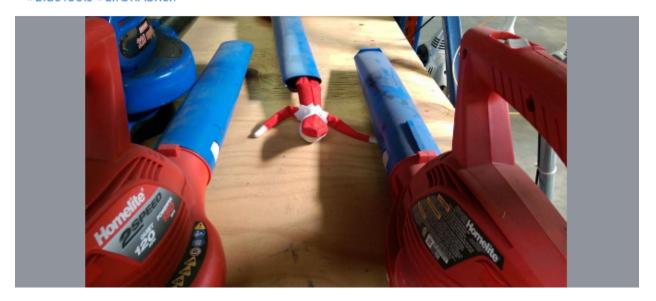




Not quite what Elfie had in mind when he asked to try out the leaf blowers.

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#BlueTools #ElfOnAShelf



This social media campaigns features character introductions for *One Rogue At a Time*, a mobile romance game developed by Chapters: Interactive. I wrote romance-audience focused copy for these posts.

