

# #AdAstraStrong

Campaign to fund  
Kansas community foundations

Updated June 16, 2020



# Celebrating our Stars: #AdAstraStrong

Ad Astra Per Aspera is the official state motto for Kansas. “To the stars through difficulty” is a sentiment that has never felt more true than today. It emphasizes our values and optimism that, even when faced with the most difficult hardships, we come together as a state and keep our sights set on what’s important.

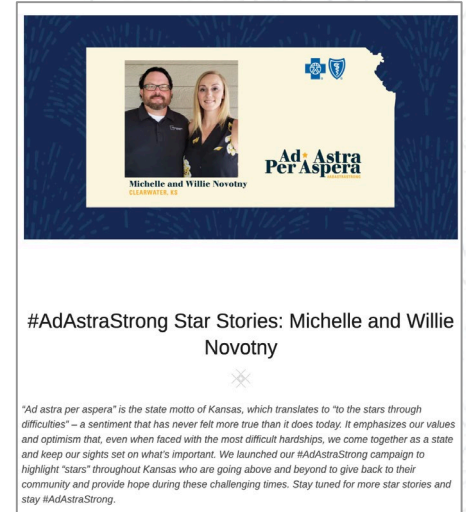
As a company rooted in Kansas for nearly 80 years, Blue Cross and Blue Shield of Kansas has deep ties to our communities. During these times when many are struggling, we want to showcase those Kansans who are stepping up and making a difference. These are some of the best examples of help, hope and inspiration.

#AdAstraStrong is a campaign we’ve launched to salute Kansans working to make our state strong - resilient frontline workers and those behind the scenes fighting COVID-19; leaders in the movement for racial change; trailblazers in the community. To shine a light on these stars, we ask that you to share stories of those you know who are making a difference, using the #AdAstraStrong hashtag on your Facebook, Instagram, LinkedIn or Twitter posts.

# #AdAstraStrong

## Sharing the hashtag

- Blue Cross and Shield of Kansas will develop socials posts, encouraging Kansans to share their foundation story using the hashtag.
- KACF member foundations will post and share their stories using their social channels to highlight their unique stories and increasing engagement. Foundations should encourage community members and organizations to share stories on their social channels.  
**Important! Always tag BCBSKS and include the #AdAstraStrong and #BCBSKS hashtags.**
- Selected from the social posts by foundations and their community partners, BCBSKS will feature a "star" story about a community/organization on our blog each Friday for 5 weeks in an effort to maintain momentum and encourage people to use the hashtag.
- These 5 foundations will receive a donation up to \$10,000 from BCBSKS at the end of the campaign on August 1.
- Blog: <https://blog.bcbsks.com/>



# Getting started: Social media text and creative

## Suggested social media text:

Use #AdAstraStrong and #BCBSKS when sharing your stories and Blue Cross and Shield of Kansas will donate to 5 community foundations across Kansas.

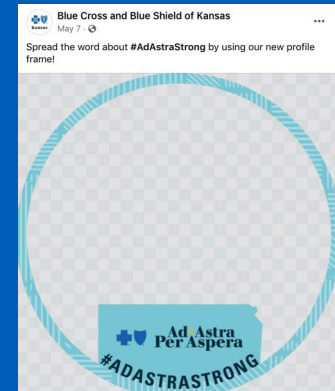
Ad Astra  
Per Aspera

#ADASTRASTRONG

## Creative:

Use the Ad Astra Per Aspera creative to help support the campaign.

You can even consider adding a profile frame to invite fans to spread the word!





[bcbsks.com](http://bcbsks.com)

Katrina McGivern

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