



#MYEVERYDAYHERO



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Wednesday, 27th November

The idea behind the campaign is to identify your everyday hero - someone you trust, respect and would be willing to support through The Influencer Project (if they ever required a loan). By sharing this person's story with your community, you are letting your friends, family, and followers know that they too can support their everyday heroes through [The Influencer Project](#).

Who qualifies as an everyday hero for this campaign?

- Someone you know, trust and interact with regularly.
- Someone who comes from a low-income background and cannot access credit from banks.
- This person need not require a loan now or in the future. The idea is to just share that if they ever did require a loan, you would be willing to vouch for them.

What do I need to do?

- Click a picture of your everyday hero (only if both of you are comfortable with this). Here are some picture ideas:
 - A picture of them in their everyday settings
 - A picture of the both of you together
 - A selfie of the both of you
- Share this picture on your preferred social media channel on **Wednesday, 27th November**, with a couple of lines about your everyday hero, how you know them and why you would be happy to support them.
- Link to www.rangde.in/influence
- Tag Rang De's social media channels
- Use the hashtags #MyEverydayHero and #RangDe in your posts

Please refer to the samples provided below.

Rang De social media handles:

- FB: @Rang De
<https://www.facebook.com/rangedotin/>
- Twitter: @RangDe
<https://twitter.com/RangDe>
- Instagram: @Rangde__India
https://www.instagram.com/Rangde__India/

FACEBOOK



- A few lines about who your everyday hero is, how you know them and why you want to support them.

- Followed by:

Check out @Rang De's Influencer Project to find out how you can support your everyday hero too!

#MyEverydayHero #RangDe

www.rangde.in/influence

- Do remember to tag @Rang De and use the hashtags #MyEverydayHero and #RangDe

Example 1:

When I get back from work each day, I'm just so happy to see Shamshia. Not only because of the hot Rotis she makes me, but because is like family. She knows about my work, my relationships, my habits, and my preferences! She drives me up the wall sometimes, but I don't know what I'd do without her.

I've always wanted to do more to support Shamshia. She's a strong, sincere and hardworking woman, who battles challenging circumstances every single day. I'm so glad that I now have a way to meaningfully support her!

Check out @Rang De's Influencer Project to find out how you can support your everyday hero too! #MyEverydayHero #RangDe

www.rangde.in/influence

Example 2:

Shamshia is my everyday hero! She's been working as a cook in my house for the last 6 years. I have so much respect and admiration for her and I've always wanted to do something to support her. I'm so glad that I now can!

Check out @Rang De's Influencer Project to find out how you can support your everyday hero too! #MyEverydayHero #RangDe

www.rangde.in/influence

INSTAGRAM



- A few lines about who your everyday hero is, how you know them and why you want to support them.

- Followed by:

Check out @Rangde__India's Influencer Project to find out how you can support your everyday hero too!

#MyEverydayHero #RangDe

www.rangde.in/influence

- Do remember to tag @Rangde__India and use the hashtags #MyEverydayHero and #RangDe.
- Also tag @Rangde__India in the picture.

Example 1:

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Example 2:

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Check out @Rangde__India's Influencer Project to find out how you can support your everyday hero too! #MyEverydayHero #RangDe

www.rangde.in/influence

TWITTER



- {Hero Name} is my everyday hero and I've always wanted to do more to support {him/her}.

- Followed by:

Check out @RangDe's Influencer Project to find out how you can support your everyday hero too! #MyEverydayHero #RangDe

www.rangde.in/influence

- Do remember to tag @RangDe and use the hashtags #MyEverydayHero and #RangDe.

Example:

Shamshia is my everyday hero and I've always wanted to do more to support her. I'm so glad that I now can! Check out @RangDe's Influencer Project to find out how you can support your everyday hero too: www.rangde.in/influence #MyEverydayHero #RangDe

THANK YOU

For participating in this movement to
influence change with Rang De.

For support, please contact:

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