



# Hats Off Video Campaign

*Join SAY as we tip our hats to the youth of Sonoma County!*

SAY wants all young people to know that they deserve to be heard. Support the services we provide to youth by joining our Hats Off to SAY video campaign!

On March 8th, watch and share our Hats Off to SAY launch video. Then get ready to make your own!

## Getting in on the action is easy:

1. Grab your favorite headpiece: Panama, fedora, baseball cap, bike helmet, straw hat. Whatever crowns your head with joy!
2. Grab your mobile phone, or better yet, have a friend film you.
3. Tell your viewers why you are tipping your hat to the young people in our county, and how the work that SAY does in our community supports these youth.

### *Examples:*

*I'm tipping my hat to SAY because there are more than 300 young people sleeping on the streets in our county each night, and I believe that all youth deserve a safe place to call home.*

*I'm tipping my hat to the youth who are having a hard time managing their mental health through this pandemic. It is so critical that they receive counseling, and that is why I'm donating to SAY*

4. Set your donation intention and challenge your friends to do the same!  
*"I'm donating to SAY, and I'm challenging my friends to tip their hats, too!"*
5. Post on your preferred social media accounts! Don't forget to tag SAY and your friends who should tip their hats, too.

**Use #HatsOfftoSAY so we can find it and share!**



Text  
**HATSOFF**  
to 366283  
to donate  
today!

*Want to join in the fun but still have questions?*

Contact Sonia Byck-Barwick at [sbyck-barwick@saysc.org](mailto:sbyck-barwick@saysc.org) or 707-326-2555.