



**Dear donor,**

**Our warmest thank you for your donation for the Christmas campaign of the Doctors Without Borders (Médecins Sans Frontières, MSF)!**

In this folder you can find materials that you can use for communicating about the donation you have given this Christmas to support our medical work. You help us give hope and save lives in the midst of conflict zones.

**The package includes the following materials:**

- E-card (1000x600px)
- LinkedIn post (1080x1080px)
- Instagram/Facebook post (1080x1350px)
- Instagram story (1080x1920px)
- Email banner

With the Christmas cards you can thank and let the receiver know for example by email that you have donated to help our patients in conflict zones.

With the social media materials, you can tell the wider public about your donation in your social media and newsletter or website if you like. The social media materials are in correct sizes for each platform. The intended platform and the language (FI/SE/EN) of the materials is indicated in the file name.

You can also use the email signature banner in your emails as the Christmas approaches.

Please note that our Christmas materials are only meant for communications to do with the Christmas donation. If you would like to tell more about our work in your channels, feel free to share our social media updates, for example.

**When using our Christmas materials in your communications you can write your own message or work with these examples:**

Merry Christmas and Happy New Year 2026! This year we have chosen to contribute to important and life-saving work. Doctors Without Borders is there to provide medical care for millions of people in the midst of wars, epidemics, and natural disasters every day of the year. Together we can help.

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This year our company has donated the Christmas gift budget to the Christmas campaign of the Doctors Without Borders. The proceeds will be used to provide life-saving medical care and to support people surviving in war and conflicts.

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This Christmas we are giving a responsible gift by supporting the vital medical work of the Doctors Without Borders amid war and conflicts. Together we are helping those most in need.

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Merry Christmas and Happy New Year 2026! Our warmest thank you for the past year! This Christmas we are giving a responsible gift to support vital humanitarian work. Doctors Without Borders is an impartial, neutral, and independent organisation offering medical care in over 75 countries around the world. Together we help where it is needed most. We wish you a peaceful Christmas and all the best for 2026!

**If you are interested in a wider collaboration or partnership, we are happy to help. Please contact: Hanna Laakso, tel. +35844 491 6260, [hanna.laakso@helsinki.msf.org](mailto:hanna.laakso@helsinki.msf.org)**

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