

RMHC 2 Week Editorial Calendar

Date	Platform	Format/ Content Type	Key Message/Hook
2025-11-21	IG, TikTok	Teaser Reel – Close-up of a cookie being hung as a holiday ornament on a tree, quick flash of a family hug.	"Something sweet is coming, and it keeps families together. Dec 4. " #NationalCookieDay #TogetherWithCookies
2025-11-22	IG	Gift-Wrapped Cookie Graphic – Flat lay of a cookie wrapped like a holiday gift with tag: “To: Families, From: You”	On National Cookie Day, a cookie purchased helps keep families close this holiday season. Dec 4. #TogetherWithCookies
2025-11-23	TikTok, IG Reels	Quick cuts of families laughing and eating cookies together in hospital rooms and RMHC Houses, ending with an Cookie beside a McDonald’s pastry bag.	Hook: “The best part of the holidays? Moments that bring us closer. This Dec 4 on National Cookie Day, a cookie purchase does just that. #TogetherWithCookies”
2025-11-24	TikTok, IG Reels	Family Story Reel – RMHC family shares how the House kept them together, ending with how a cookie purchase makes it possible, and a call-out to National Cookie Day.	“Because of every RMHC Cookie purchased, we could be by our child’s side when they needed us most. National Cookie Day – Dec 4.”
2025-11-25	IG Stories, Tiktok Poll	Poll / Quiz –“Which holiday cookie moment makes you smile most?” (examples: baking with family, sharing with friends, midnight snack) → Follow-up Story connects to keeping families close and National Cookie Day.	Encourage engagement + anticipation, “Every RMHC Cookie purchased on Dec 4 helps keep families close. National Cookie Day – Dec 4.”
2025-11-26	IG, Tiktok	Countdown Graphic – “8 days until National Cookie Day”	Creates Urgency, "Every cookie purchased at McDonald's supports RMHC, keeping families close for the holidays"
2025-11-27	IG, Tiktok	Two clips — Gen Z McDonald’s customer adding an RMHC Cookie to their order → family in RMHC kitchen sharing a meal or visiting their child in hospital.	"On National Cookie Day, every Cookie you purchase helps make moments like this possible. #TogetherWithCookies"
2025-11-28	IG	Mini Doc Clip – 10s video of different RMHC families in different regions sharing how the House helped them	“Your purchase of RMHC cookies helps us stay together. #TogetherWithCookies”
2025-11-29	IG	Impact Carousel – Total nights provided last year from Cookie Day sales	“A sweet treat that keeps families close.” Builds credibility and awareness of impact
2025-11-30	TikTok, IG Reels	Fast-cut “Pass the Cookie” montage: McDonald's worker → Gen Z customer → friend (While inside McDonalds), RMHC parent → child → sibling in hospital → clip showing family together.	"Every cookie purchase on Dec 4 helps keep families close this holiday season. #TogetherWithCookies #NationalCookieDay"
2025-12-01	IG	Post featuring polaroids of 3–4 diverse Gen Z–aged customers holding RMHC Cookies, each with different text (“For my sister”, “For togetherness,” “For RMHC families”).	Hero text: "Share a little more love", Caption : This National Cookie Day, join thousands of Canadians in keeping families close to their children when they need it most. On Dec 4 every cookie purchased at McDonald’s supports RMHC families. #TogetherWithCookies
2025-12-02	Tiktok, Ig Reels	Holiday Cookie Moment Reel – Montage of families in RMHC homes spending time together	“One cookie makes a world of difference this holiday season.”
2025-12-03	IG, Tiktok	Countdown Post – “Tomorrow we turn cookies into family time.”	Final push
2025-12-04	ALL channels	Hero Video – Cookie travels from McDonald’s counter to different RMHC family reunions at hospitals or at houses	“One cookie. One family closer. Get yours today.”
2025-12-04	ALL channels	Live Impact Counter Update – “X cookies sold = Y nights together provided”	Real-time proof of impact
2025-12-05	IG Reels, TikTok	Reaction Mashup – Families saying “thank you” to customers	Feel-good wrap-up