



MIDNIGHT MAGIC

Social Media Toolkit

Shoot your shot.
Challenge a friend.
Make a change.



WHAT IS "MIDNIGHT MAGIC"?

"Midnight Magic" is a trick shot social media challenge promoting Midnight Basketball® across the country.

McGruff the Crime Dog® and the Association of Midnight Basketball are teaming up to elevate this tried-and-true crime prevention program.

Take out your phone, shoot your best shot, and **post on any social media platform with #MidnightMagic.**



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HOW TO PLAY

Take three easy steps:

1. Start the video.

- Shout out the "Midnight Magic" Challenge.
- Challenge a friend to post their best trick shot.

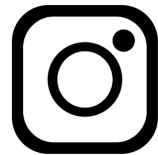
2. Take your shot. Bonus points for creativity.

3. Post it. Don't forget to use #MidnightMagic!



REMEMBER TO...

- Add ncpc.org/Midnight-Magic in the caption
- Tag McGruff



@McGruffatNCPC

Visit our website to start or support a Midnight Basketball® league in your community.



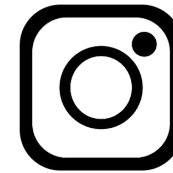
SAMPLE SOCIAL CAPTIONS



Midnight Basketball lowers crime and makes dreams a reality. See link in bio for more.
#MidnightMagic



Make a change shooting hoops! I call out (tag a friend) to do the #MidnightMagic Challenge. See link in bio for more.



Shoot your best shot and get involved in your community. #MidnightMagic:
ncpc.org/Midnight-Magic



Pick-up games are great, and so is getting involved in your community! Learn about Midnight Basketball and take the #MidnightMagic Challenge: ncpc.org/MidnightMagic



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WHAT IS MIDNIGHT BASKETBALL®?

With violent crime reaching record highs, community-based programs are needed now more than ever.

Midnight Basketball gives opportunity youth a chance to participate in a free late-night basketball league supervised by law enforcement and trusted community leaders. Games occur between 10 p.m. and 2 a.m.—peak times for gang and drug-related activities.

Players attain teamwork skills as well as wrap around services. Before each game, participants attend self-empowerment sessions to learn about valuable educational and employment opportunities.

Midnight Basketball keeps people safe by bringing them together for the love of the game and their community.

Learn more about the [Association of Midnight Basketball](#).





KEEP IN TOUCH

Questions about the challenge?

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GET INVOLVED

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