



TRANSFORMING LIVES ONE MILE AT A TIME

**#NoMatterWhat**  
**Social Media Messaging Tools**

**TIPS/NOTES:**

- No more than 3-4 sentences for your post on Facebook and Instagram
- Tag @backonmyfeet & use the hashtag #NoMatterWhat
- A photo of you will do better! Use a photo of you running – or better if you’re in a group and you can TAG everyone in your group in the photo/post!
  - o Put your fundraising link in the caption or 1<sup>st</sup> comment
- Include any language about the match or giveaways you may be doing

**Sample Post 1: #NoMatterWhat**

In the face of uncertainty, I am embracing the courage and persistence of Back on My Feet members - and pledging to run Broad Street for Back on My Feet #NoMatterWhat. Maybe I will run a virtual race this year (and on the streets of Philly in 2021). **With courage and dedication, I am still supporting Back on My Feet and racing #NoMatterWhat.** Will you join me?

**LINK TO FUNDRAISING PAGE**

**Sample Post 2: Match Language**

This isn't the year we expected, but I'm still taking it on #NoMatterWhat. With a partner, Back on My Feet is matching all individual donations up to \$1,000! If you were thinking of supporting me in my race and ultimately Back on My Feet members NOW IS THE TIME! Donate \$20 and it will magically become \$40! DO NOT WAIT!

**LINK TO FUNDRAISING PAGE** (*Ensure you've linked to your new fundraising landing page*)

**Sample Post 3: Black Lives Matter**

Did you know nearly 70% of Back on My Feet members identify as BIPOC, with approximately 45% identifying as Black or African American? Back on My Feet knows that health, poverty, social capital and race are deeply intertwined in American society. Back on My Feet is working to dismantle stereotypes that persist around race and poverty and to help remove barriers to social and economic well-being. Join me in supporting this important work.

[LINK TO FUNDRAISING PAGE](#)

**Sample Post 4: Black Lives Matter**

At Back on My Feet, Black Lives Matter. I'm continuing to run this race #NoMatterWhat – trying to take tangible action to be a better ally of the Black community, contribute more meaningfully to racial justice and help individuals affected deeply by COVID-19 and systemic racism. Will you join me?

[LINK TO FUNDRAISING PAGE](#)

**Sample Post 5: COVID Impact**

This isn't the year we expected, but I'm still taking it on #NoMatterWhat. Many Back on My Feet members and alumni work front-line jobs or have been laid off or furloughed in this economic crisis. I'm channeling their resolve and dedication and fundraising for THEM #NoMatterWhat. Will you help?

[LINK TO FUNDRAISING PAGE](#)