

SOCIAL MEDIA TOOL KIT



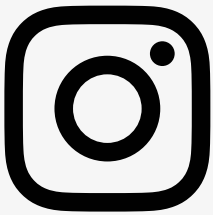
PLATFORMS

Social media is a great way to reach large portions of your community all at once. By sharing your message on as many platforms as possible, you'll ensure that any family members, friends, colleagues, and distant acquaintances will have the option to support your fundraising efforts for CHOC.



- Announce your involvement, share updates, and invite friends to join your team
- ALWAYS include the link to your personal fundraising page
- Update your friends and family and thank your donors for their support
- Tag @chocfoundation and use #CHOCWalk

** The Facebook Fundraiser feature is currently unavailable to set up for your CHOC Walk Fundraising*



- Add your fundraising link to your Instagram Bio
- Add a "LINK" to your story and enter your personal fundraising link
- Use our story challenges to encourage friends to donate, checking off each donation level by tagging the donor over top of it
- Tag @chocfoundation and use #CHOCWalk

**Note - Using the "Donation Button" on a story does NOT allow you to link your fundraising profile, so donations will NOT be credited to your fundraising efforts.*



- Add your fundraising link in both your Twitter bio and directly into your Tweets.
- Update your friends on your fundraising progress
- Always include link to your personal fundraising page
- Tag @chocfoundation and use #CHOCWalk



- Add your fundraising link in both your bio and directly into your posts
- Connect with business colleagues for opportunities for corporate matching gifts and more!
- Tag CHOC Children's and use #CHOCWalk

CONTENT EXAMPLES

PERSONAL WHY

Create a video or post a photo and share the reasons why you support CHOC. Examples include:

- I participate every year to support to the work and care that CHOC provides to the Southern California community and beyond. Learn more and join my team with [insert personal URL]!
- I can't wait for the #CHOCWalk in the Park. Each step we take is for patients and families who need the care that CHOC provides. Learn more and donate today using the link in my bio!

Use hashtags to generate more traffic and boost your fundraising. #CHOCWalk #CHOC



SOLICITATIONS

Once you've shared the reasons why you're participating, reach out to your community to ask them to donate to your page or join your team. Some examples include:

- I am participating in the CHOC Walk in the Park! Make a difference today by making a donation using the link in my bio. #CHOCWalk
- The CHOC Walk is back in person for the first time since 2019, so I've set BIG fundraising goal. Make a donation today to help kids in our local community! #CHOCWalk



INTERACTIVE

Download one of our donation cards or fundraising status updates to interact with your community and update the donation marks as you go.

- Get creative! Only you know what your friends and family are like, so only you can know what is best to appeal to your donors.
- Examples could include: promising to post a funny or embarrassing photo if you complete your challenge within that day/week or posting a shoutout for each person that donates towards your goal.



DIGITAL ASSETS

The following digital assets have all been fitted for your Instagram, Twitter, Facebook and video call platforms for your convenience. You can find and download all of these assets according to their sizes at chocwalk.org under the download tools tab or you can click [here](#). Happy Fundraising!

INSTAGRAM STORIES



INSTAGRAM/FACEBOOK POSTS



DIGITAL ASSETS

BANNER/COVER PHOTOS

FACEBOOK



TWITTER



VIDEO CALL BACKGROUNDS

