

PARTICIPANT SOCIAL MEDIA TOOLKIT

Social media is a powerful tool to help you reach your fundraising goal for Raptors for Research. Here are some quick tips to help you make the most of your channels.

- * Share the link to your fundraising page on your social media channels and ask for donations.
- * Use the template posts provided in this toolkit for inspiring content to connect with your friends and followers.
- * Set a fundraising target and share updates from your fundraising journey on your social media channels.
- * Share updates from your training to your social media. Demonstrate your determination to be the best on game day.
- * Post about your fundraising initiatives to increase their reach. Whether you run a bake sale, hold a trivia night or choose your own adventure, posting about these will increase the reach of these initiatives and add to the number of people who can get involved.
- * Share your story to social media. Open up and share on social media why you choose to support the game-changing research of Sinai Health by joining Raptors for Research.
- * Use hashtags to connect with others joining the conversation around Raptors for Research. #RaptorsForResearch or #RaptorsResearch
- * Tag @raptorsresearch and @sinaihealthfoundation



SUGGESTED SOCIAL MEDIA POSTS

- " I'm rising up to support Sinai Health's game-changing research by joining Raptors for Research. Funds I raise will support breakthrough research into cancer, diabetes, women's and infants' and neurodevelopment. Help me reach my fundraising goal of [\$2500] today [link to fundraising page] @raptorsresearch #RaptorsForResearch
- " I'm raising funds for Raptors for Research to support Sinai Health's game-changing research. Please donate today. Every dollar you can spare helps best-in-class scientists make discoveries that ultimately contribute to the health and wellbeing of all Canadians. [link to fundraising page] @raptorsresearch #RaptorsForResearch
- " [link to fundraising page]. @raptorsresearch #RaptorsForResearch
- " I'm on the shot clock and time is running out. Help me hit my fundraising goal today! [link to fundraising page] @raptorsresearch #RaptorsForResearch
- " Help me avoid a personal foul, donate today and keep me off the bench [link to fundraising page] @raptorsresearch #RaptorsForResearch

