

## Social Media Tips (and Captions)

### Boost Your Fundraising for the Charity Challenge

Fundraising is about connection. When you share your story, you invite others to be part of something meaningful. Use these simple strategies to inspire your network and help ensure no one faces NF alone.

#### 1. Share Your Why

People give because they care-and they care because of you. Share why you're participating and what this cause means in your life.

*Example:*

"NF has impacted our family in ways we never expected. The Tumour Foundation of BC helped us find reliable information and a community that understands. That's why I'm joining the Charity Challenge, to help ensure other families don't have to navigate this alone. If you're able, please consider supporting my fundraiser.

#### 2. Make It Personal

A short video or heartfelt caption increases engagement. It doesn't have to be polished. It just needs to be real.

*Example:*

"I'm lacing up my shoes for the Charity Challenge on June 28th to support individuals and families affected by NF. This cause matters deeply to me because someone I love lives with NF. Every donation helps fund education, support, and advocacy for better care across BC. Thank you for standing with me."

#### 3. Set a Clear Goal

Goals create momentum. Share your fundraising target and celebrate milestones.

*Example:*

"I'm halfway to my \$500 goal! Thank you to everyone who has supported me so far. Your generosity makes a real difference. If you haven't donated yet, there's still time to help me cross the finish line."

#### 4. Share Progress and Training Updates

Let people follow your journey. Consistency keeps your fundraiser visible. You can share:

- Training milestones
- "One week to go" reminders
- Gratitude posts
- Reflections on why this matters

#### 5. Invite Participation

People like to be part of something. Invite them to be a part of your run journey.

*Example:*

"I'm setting a goal to raise \$100 in the next 24 hours. If ten people donate \$10, we'll get there. Who wants to help move this forward?"

#### 6. Use Stories to Stay Top of Mind

Instagram and Facebook Stories are perfect for:

- Training clips

- Countdown posts
- Quick updates
- Donor thank-yous

Keeping communications short and simple works best.

### **7. Use Relevant Hashtags**

Expand your reach with:

#VancouverCharityChallenge

#RunForNF

#WalkForNF

#TumourBC

### **8. Tag and Thank**

Public gratitude encourages generosity:

*Example:*

"Thank you @Sarah for your generous donation. Your support helps ensure families across BC have access to trusted resources and community connection."

### **9. Make It Easy to Donate**

Always include your fundraising link.

On Instagram, use your link in bio and reference it clearly in captions.

Instead of multiple impact examples, simplify your posts. Clarity builds trust.

*Example:*

"Every donation supports trusted education, peer support, and advocacy for better NF care in British Columbia."

### **10. Close with Gratitude**

Thank your donors. Gratitude helps build momentum.

*Example:*

"Thank you to everyone who has supported me so far. Your generosity means more than you know. Together, we're building a future where no one navigates NF alone."