



## SOCIAL MEDIA SAMPLES

### **Here are a few best practices for your social media posts:**

- *Include a personal photo/visual when posting*
- *Ask your family and friends to comment with their personal cancer connection*
- *Tag @BadgerChallenge in your posts, we love to see your stories*
- *Include your personal donation link in your profile, so it's easy for others to access*
- *Use the following hashtags so other participants can see your posts:*  
**#RaisedHereStaysHere #BadgerChallenge**

## MESSAGING OPPORTUNITY: AT TIME OF REGISTRATION

### **SAMPLE #1 – ASKING FOR A DONATION**

I'm so excited to share that I'm participating in the Badger Challenge this September! This event helps fund the brightest cancer minds, ideas, and technologies at the University of Wisconsin! **This year I will be participating in memory of my dear friend Sally.** I hope to raise funds to support the mission of the Badger Challenge so more patients are turned into survivors! You can donate to my fundraiser at: <http://runsignup.com/johndoe>

## MESSAGING OPPORTUNITY: AT TIME OF REGISTRATION

### **SAMPLE #2 – ASKING THEM TO JOIN YOU AT THE BADGER CHALLENGE**

I'm excited to share that I'm participating in the Badger Challenge this September! It is a walking, running and biking event raising funds for cancer research at the University of Wisconsin. I'll be **riding 100 miles**, but you can also choose from any of the bike options (5K, 25K, 50K, 100K, or 100 mile) or run/walk options (5k or half marathon). It's a really fun event for a great cause and I wanted to invite any of my friends and family to join me! You can register here: **{insert unique referral link}**.

*Don't forget to customize the posts with your personal story and change the highlighted portions to be applicable to you.*



If you can't join me at the event, I hope you'll consider donating to my fundraiser: <http://runsignup.com/johndoe>

## **MESSAGING OPPORTUNITY: MIDWAY THROUGH YOUR CAMPAIGN**

### **SAMPLE #1 – ASKING FOR A DONATION**

I am halfway through my fundraiser to support the Badger Challenge; a walking, running, and biking event in September to support cancer research and treatment programs at the University of Wisconsin. The best part is that 100% of funds raised will be given directly back to UW for this critical research.

I had set a goal to raise \$1000 and I'm halfway there. I need your support to help me move closer to this goal. Together we can help write the story that ends cancer! Any donation you make is one step closer to that goal, you can donate here: <http://runsignup.com/johndoe>

## **MESSAGING OPPORTUNITY: MIDWAY THROUGH YOUR CAMPAIGN**

### **SAMPLE #2 – ASKING THEM TO JOIN YOU AT THE BADGER CHALLENGE**

I'm participating in the Badger Challenge on September 24 and it's not too late for you to join me, too! I'll **be riding 100 miles**, but you can also choose from any of the bike options (5K, 25K, 50K, 100K, or 100 mile) or run/walk options (5k or half marathon). It's a really fun event for the whole family that benefits a great cause. You should join me! You can register here: **{insert unique referral link}**.

If you can't join me at the event, I hope you'll consider donating to my fundraiser: <http://runsignup.com/johndoe>

## **MESSAGING OPPORTUNITY: WEEK OF THE EVENT**

### **SAMPLE – ASKING FOR A DONATION**

*Don't forget to customize the posts with your personal story and change the highlighted portions to be applicable to you.*



It's Badger Challenge week! I've been training for several weeks and fundraising to help support their mission! The Badger Challenge is a walking, running and biking fundraiser that supports cancer research and treatment programs at the University of Wisconsin. I'm really looking forward to the event and the post event celebration.

I want to do as much as I can to help fund the critical research and cancer treatment initiatives at UW. So I'm asking for your support to help me reach my fundraising goal. You can donate here: <http://runsignup.com/johndoe>

### **MESSAGING OPPORTUNITY: POST EVENT**

#### ***SAMPLE – ASKING FOR A DONATION (include photos from the event)***

I had a fantastic time at the Badger Challenge this weekend! So far, they have raised **\$750,000** this year, but that doesn't have to be it! We can do more – meaning turning more patients into survivors.

Know that any donation you give goes directly back to the cause. 100% of all participant raised funds go directly to cancer research at the University of Wisconsin. None that covers operational costs, which is one of the reasons I am so proud to support the Badger Challenge!

So let's do more! You can make a donation to my personal fundraising page here until November 1<sup>st</sup>: <http://runsignup.com/johndoe>

### **MESSAGING OPPORTUNITY: CAMPAIGN RESULTS**

#### ***SAMPLE – THANKING DONORS FOR THEIR SUPPORT***

Thank you to everyone who helped support my fundraiser for the Badger Challenge! This year alone, the Badger Challenge raised **\$1,000,000** bringing the cumulative total since 2016 to **\$3.6 million!**

All of these funds will go directly to cancer research and treatment initiatives at the University of Wisconsin. Together we're helping to write the story that ends cancer!

*Don't forget to customize the posts with your personal story and change the highlighted portions to be applicable to you.*



## **MESSAGING OPPORTUNITY: YOUR BIRTHDAY**

### ***SAMPLE – ASKING FOR A DONATION***

For my birthday this year I'm asking my friends and family to help support my fundraiser for the Badger Challenge. This is a walking, running and biking event that supports cancer research and treatment programs at the University of Wisconsin. The best part, 100% of all funds raised here stays here. I've chosen this nonprofit because their mission means a lot to me, and I hope you'll consider contributing as a way to celebrate with me. You can donate at my personal fundraising link: <http://runsignup.com/johndoe>