



Boost your peer-to-peer fundraising skills by using social media, including Facebook, Instagram and LinkedIn. Use the tips below to make it easy to raise funds for students and teachers in Southeastern Michigan and tell your networks that you're completing a marathon!

- ❖ Include your OneCause fundraising link in all posts. You can find your page URL by selecting "View My Page" from the upper right menu on OneCause (click on your name).
- ❖ Set a fundraising goal and provide updates on your progress.
- ❖ Value all contributions! Make it clear that even small contributions can add up. Encourage smaller donations by showing this collective impact (e.g., "I just need five people to donate \$10 each to reach my weekly goal.")
- ❖ Share pictures! Pictures and videos can encourage more engagement with your posts. A post-run/walk selfie with your Run United shirt can also catch more people's attention. **Be sure to tag @UnitedWaySEM in your posts and stories so we're notified!** This helps us see your content and gives us the opportunity to reshare your posts on our pages to celebrate your efforts and help amplify your fundraising.

- You can do this by posting directly to your social media pages or to your stories.

Below is a step-by-step guide on how to add your donation links to your stories.


Instagram Stories	Facebook Stories
<ul style="list-style-type: none"> • Step 1: Open Instagram and tap Your Story • Step 2: Create or upload your content • Step 3: Tap the sticker icons (smiley face icon at the top) • Step 4: Select the "Link" sticker • Step 5: Paste your link (e.g., your Run United fundraising link) • Step 6: Customize your sticker text if you'd like (e.g., "Sign up now" or "Donate now") • Step 7: Place the link sticker anywhere on your story • Step 8: Share your story. 	<ul style="list-style-type: none"> • Step 1: Open Facebook and tap Create Story from your profile page • Step 2: Create or upload your content • Step 3: Tap stickers, then choose "Link" from the options • Step 4: Paste your link (e.g., your Run United fundraising link) • Step 6: Customize your sticker text if you'd like (e.g., "Sign up now" or "Donate now") • Step 7: Place the link sticker anywhere on your story • Step 8: Share your story.

- ❖ Give thanks! Whether through a separate post, in a comment or in a private message, thank those supporting your fundraising efforts. Tagging donors on a public Facebook post can help amplify the Run United message. After the marathon, consider sending an email to everyone who contributed to show their collective impact.

- ❖ Consider using the templates below in your posts. Feel free to alter the language to suit you!

Sample Social Media Templates:

I'm participating in the #RunUnited Virtual Marathon now through Sept. 14 to support STEAM education in our schools! Just \$10 can provide a hands-on science activity for one student, and \$35 covers a full STEAM kit.

Let's equip classrooms and fuel futures, one mile at a time  [<Insert Donation Link>](#)

#RunUnited2025 #UnitedIsTheWay #STEAMforAll

Did you know that many students in Southeastern Michigan still don't have regular access to quality STEAM education? That means missed opportunities to explore science, tech, engineering, art and math in meaningful ways.

I'm participating in the #RunUnited Virtual Marathon through Sept. 14 to help change that. I'm raising funds so more students can engage in hands-on learning.


If you're able, please consider supporting educators and students through my fundraising link.
[<Insert Donation Link>](#)

#RunUnited2025 #UnitedIsTheWay #STEAMforAll

I'm participating in the #RunUnited Virtual Marathon now through Sept. 14 to raise money to support STEAM learning in Southeastern Michigan. With just \$10, a student can get hands-on materials to build, explore and create.

Please consider supporting my campaign and helping us bring the magic of discovery into more classrooms: [<Insert Donation Link>](#)

#RunUnited2025 #UnitedIsTheWay #STEAMforAll

I'm running 26.2 miles now through Sept. 14 in the #RunUnited 2025 Virtual Marathon to support STEAM education in our schools. Join me and help raise funds to help teachers bring STEAM learning into the classroom.  [<Insert Donation Link>](#)

#RunUnited2025 #UnitedIsTheWay #STEAMforAll

I'm running (or walking or rolling!) 26.2 miles now through Sept. 14 and it's all for a great cause. Join me in the #RunUnited 2025 Virtual Marathon and help bring STEAM learning to classrooms across Southeastern Michigan. 📌 [<Insert Donation Link>](#)

#RunUnited2025 #UnitedIsTheWay #STEAMforAll

Team Templates:

I'm running for (TEAM/COMPANY NAME) to raise funds for STEAM Education for students in Southeastern Michigan!

Together, we're logging miles and donating to fund classroom materials that help teachers and inspire future innovators.

Join us or donate: [<Insert Donation Link>](#)

#RunUnited2025 #UnitedIsTheWay #STEAMforAll

I'm proud to represent (TEAM/COMPANY NAME) in this year's #RunUnited Virtual Marathon.

We're running, walking or rolling 26.2 miles for STEAM education learning opportunities for students and classrooms across Southeast Michigan.

Join us and help us go the distance: [<Insert Donation Link>](#)

#RunUnited2025 #UnitedIsTheWay #STEAMforAll