



Run United 2024 Social Media Tips & Templates

Utilizing social media, including Facebook, Instagram, and LinkedIn can be the most effective way to peer-to-peer fundraise. Use the below tips to make it easy to raise funds for students in Southeastern Michigan:

1. 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).
2. Set a goal! Set a fundraising goal and provide updates on your progress.
3. 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 5 people to donate \$10 each to reach my weekly goal”)
4. Share pictures! Pictures and videos can encourage more engagement with your post. A post-run/walk selfie with your Run United shirt can also catch more people’s attention.
5. Give thanks! Whether through a separate post, in a comment, or in a private message, thank those supporting your fundraising efforts. After the marathon, consider sending an email to everyone to contribute to show their collective impact.
6. Consider using the below templates in your posts. Feel free to alter the language to suit you!

Through September 13, I will be participating in the Run United Virtual Marathon! I'll complete 26.2 miles while raising funds for local students returning to school, helping them feel prepared with school supplies and ensuring they have the support they need to succeed.

Just \$35 can equip a student with a new backpack full of school supplies! Please consider giving if you are able – any amount makes a difference! [<Insert Donation Link>](#)

Did you know that only 1 in 5 students in Michigan have access to quality afterschool programming? This means that many students are home alone, missing out on programs that help their academic and social development.

I am participating the Run United Virtual Marathon through September 13 to raise funds so that more students have access to this programming, giving more working families the peace of mind that their children are in a safe environment afterschool. If you are able, please consider supporting local students through my fundraising link: [<Insert Donation Link>](#)

Remember Scholastic Book Fairs? I am participating in the Run United Virtual Marathon to give more kids the chance to access quality reading material, a key piece of fostering a love of reading. With just \$10, a student in our community can select a book to add to their home library. If you are able, please consider supporting local students through my fundraising link: [<Insert Donation Link>](#)