



FUNDRAISING SOCIAL MEDIA TOOLKIT

Thank you for registering for *Strides*! To help you reach your fundraising goals and raise awareness for the event, we encourage you to share our social media posts.

We've also created captions so you can post to your own channels quickly and easily. Don't forget to use the visual assets as well!

SHARE OUR CONTENT

1. Follow us on social media:



[@supporthhsfoundation](#)



@supporthhsfoundation



[@hamhealth](#)

2. Look out for our posts and share them with your family, friends and colleagues!

POST YOUR OWN CONTENT

Drum up support and excitement for the big day by posting the suggested captions below. Don't forget to tag us so we can engage with you!

Facebook & Instagram

I'm fundraising for Strides! I'll be joining @supporthhsfoundation on September 17 to [run/walk] and make a vital difference in patient care in our region. Will you help me reach my fundraising goal of \$XXX?

Proceeds will support patient care at Hamilton General Hospital, including the Regional Rehabilitation Centre, and St. Peter's Hospital.

Donate today: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides #ItsVitalToCare

I'm grateful for the life-changing care [NAME OF LOVED ONE] received at [Hamilton General Hospital/St. Peter's Hospital]. Help me give back by donating to my Strides fundraiser: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @supporthhsfoundation

I'm grateful for the life-changing care I received at [Hamilton General Hospital/St. Peter's Hospital]. Help me give back by donating to my Strides fundraiser: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @supporthhsfoundation

I'm grateful for the life-changing care I received at [Hamilton General Hospital/St. Peter's Hospital]. Help me give back by donating to my Strides fundraiser: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @supporthhsfoundation

On September 17, I'll be striding for [PATIENT NAME]. Your support would mean so much to [HIM/HER/THEM] and me. Your donation supports the care of patients like [PATIENT NAME] at Hamilton General Hospital, including the Regional Rehabilitation Centre, and St. Peter's Hospital.

Donate to my fundraiser: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @supporthhsfoundation

Only X days until *Strides*! I'll be [walking/running] for [PATIENT NAME] and would be grateful for your support.

Donate to my fundraiser: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @supporthhsfoundation

Today's the big day! Proud to be making a vital difference to health care in my community.

Donate to my Strides fundraiser to support Hamilton General Hospital, including the Regional Rehabilitation Centre, and St. Peter's Hospital:
[INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides #ItsVitalToCare

Today, I'm running/walking for [NAME OF LOVED ONE].

Donate to my Strides fundraiser to support Hamilton General Hospital, including the Regional Rehabilitation Centre, and St. Peter's Hospital:
[INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides #ItsVitalToCare

To show my gratitude for the care I received at [Hamilton General Hospital/St. Peter's Hospital], I'm running/walking for Strides today.

Donate to my fundraiser to support Hamilton General Hospital, including the Regional Rehabilitation Centre, and St. Peter's Hospital: [INSERT
LINK TO YOUR FUNDRAISING PAGE]

#GoStrides #ItsVitalToCare

The most rewarding runs/walks are the ones that support a great cause!

Donate to my Strides fundraiser to support Hamilton General Hospital, including the Regional Rehabilitation Centre, and St. Peter's Hospital:
[INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides #ItsVitalToCare

Feeling grateful for everyone who supported my Strides fundraiser for @supporthhsfoundation! Thanks to you, I raised \$XXX to make a vital difference in patient care at Hamilton General Hospital, including the Regional Rehabilitation Centre, and St. Peter's Hospital!

#GoStrides #ItsVitalToCare

THANK YOU to everyone who donated to my Strides fundraiser for @supporthhsfoundation. You helped me raise \$XXX to support patient care at Hamilton General Hospital, including the Regional Rehabilitation Centre, and St. Peter's Hospital! I couldn't have done it without you.

#GoStrides #ItsVitalToCare

Twitter

I'm fundraising for Strides! I'll be joining @hamhealth on Sep. 17 to [run/walk] & make a vital difference in patient care in our region. Will you help me reach my fundraising goal of \$XXX?

Donate today: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides

I'm grateful for the life-changing care [NAME OF LOVED ONE] received at [Hamilton General Hospital/St. Peter's Hospital].

Help me give back by donating to my Strides fundraiser: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @hamhealth

I'm grateful for the life-changing care I received at [Hamilton General Hospital/St. Peter's Hospital].

Help me give back by donating to my Strides fundraiser: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @hamhealth

On Sep. 17, I'll be striding for [PATIENT NAME].

Donate to my fundraiser to support the care of patients like [PATIENT NAME] at Hamilton General & St. Peter's Hospitals: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @hamhealth

Only X days until *Strides*! I'll be [walking/running] for [PATIENT NAME] and would be grateful for your support.

Donate to my fundraiser: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides for @hamhealth

Today's the big day! Proud to be making a vital difference to health care in my community.

Donate to my Strides fundraiser to support Hamilton General Hospital & St. Peter's Hospital: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides

Today, I'm running/walking for [NAME OF LOVED ONE].

Donate to my Strides fundraiser to support Hamilton General Hospital, including the Regional Rehabilitation Centre, & St. Peter's Hospital: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides

Today, I'm running/walking for [NAME OF LOVED ONE].

Donate to my Strides fundraiser to support Hamilton General Hospital, including the Regional Rehabilitation Centre, & St. Peter's Hospital: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides

To show my gratitude for the care I received at [Hamilton General Hospital/St. Peter's Hospital], I'm running/walking for Strides today.

Donate to my fundraiser to support Hamilton General & St. Peter's Hospitals: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides

The most rewarding runs/walks are the ones that support a great cause!

Donate to my Strides fundraiser to support Hamilton General Hospital, incl. the Regional Rehabilitation Centre, & St. Peter's Hospital: [INSERT LINK TO YOUR FUNDRAISING PAGE]

#GoStrides

Feeling grateful for supporters of my Strides fundraiser for @hamhealth! I raised \$XXX to make a vital difference in patient care at Hamilton General Hospital, incl. the Regional Rehabilitation Centre, & St. Peter's Hospital!

#GoStrides

THANK YOU to everyone who donated to my Strides fundraiser for @hamhealth. You helped me raise \$XXX to support patient care at Hamilton General Hospital, inc the Regional Rehabilitation Centre, an St. Peter's Hospital!

#GoStrides

OTHER USEFUL TIPS

1. Meaningful stories are powerful and inspiring. If you're grateful for the care you received at Hamilton General Hospital including the Regional Rehabilitation Centre or St. Peter's Hospital, we encourage you to share it in whatever way is comfortable for you. If you're a current or former staff member at one of these hospitals, you can share your story too!
2. Use the hashtag **#GoStrides** before, during and after the event to easily filter your posts and get #GoStrides trending!
3. Get creative by inserting emojis to grab attention!

Have questions? Contact Helen Suk at sukh@hhsc.ca with your social media-related inquiries. Thank you for your support!