

SOCIAL MEDIA TOOLKIT

Please use the following tools to help guide your social media activity for your Walk For Kids participation, but please personalize and share your own stories, photos and experiences as much as possible.



Videos

- Click [HERE](#) for a video to share about all the unique programs that make up Ronald McDonald House Charities
- Click [HERE](#) to share a video about Camp Ronald McDonald for Good Times
- Click [HERE](#) for a preview of our new Family Room at Ventura County Medical Center

The following links contain images you can use on facebook. On desktop, right click "save image as" or on mobile, press & hold until a prompt pops up and save image on your camera roll.



- Update your profile pic with our customized frame. **COMING SOON!**
- Post an image from [HERE](#) (or one of your own!) to share with friends and family why you support the Walk For Kids.
 - Place your fundraising link on every post
 - use hashtag #walkforkids2021 so we can find and share YOUR posts!
- How far does your dollar go? Share [these images](#) to share how your fundraising impacts our programs.
- Gratitude. Share these images [HERE](#) with your donors to show them what their donation means to our families.
- INSTAGRAM: place your fundraising link in the bio of your profile.
- Instagram Stories - Make Your Own using our templates. [HERE](#).
On desktop, right click "save image as" or on mobile, press & hold until a prompt pops up and save image on your camera roll. Customize your graphic to share your story and why you Light The Night.

EXAMPLE POSTS & EMAILS

[Join My Team](#)

[Help Me Reach My Goal](#)

[Why I Walk](#)

[See Next Page](#)

SOCIAL MEDIA TOOLKIT

Join My Team

Don't go at it alone. Recruit friends and family to join you to raise money for Ronald McDonald House Charities Southern California.

This Charity has been there for my family and I during the most challenging time of our lives. We are so excited to be part of the Walk For Kids again this year. Join the FUN and be part of my team! (insert team link) #walkforkids2021

Team (insert name here) is proud to support Ronald McDonald House Charities Southern California by raising love and money "walking" for kids! Join us! (insert team link) #walkforkids2021

Help Me Reach My Goal

Thank you to everyone who has donated Team (insert name here) I am only (\$ amount) away from my goal! Donate today for me to help Keep Families close. #walkforkids2021

10 for \$10! I'm looking for 10 friend to donate \$10 to (insert team link) to help me reach my goal of raising (insert amount) for Ronald McDonald House Charities. #walkforkids2021

Almost there! Only (Insert amount) left to go. Would you consider skipping that latte and donating to my team today? (insert team link) #walkforkids2021

Why I Walk

Sometimes the best medicine is having your family by your side. I walk to raise money for Ronald McDonald House Charities so critically ill children can have their parents by their side when they need them the most. Join Me (Insert team link) #walkforkids2021