



# **Event Weekend Social Media Fundraising**

# PRE-EVENT POSTING

## 2 Weeks Out: Training Update [Image: Photo during training]

**Facebook:** "Two weeks until I leave for NYC Marathon with @Team In Training and I just crushed 15 miles this morning. Help support my efforts to save lives [Insert fundraising link]"

**Instagram:** "Two weeks until I leave for NYC Marathon with #TeamInTraining and I just crushed 15 miles this morning. Help support my efforts to save lives. Link in bio."

## 1 Week Out: Fundraising Update [Image: Photo with honored teammate]

**Facebook:** "Counting down the days until I run NYC Marathon with @Team In Training! So close to meeting my fundraising goal. Please help support my efforts by donating [Insert Fundraising Link]"

**Instagram:** "Counting down the days until I run NYC Marathon with #TeamInTraining! So close to meeting my fundraising goal. Please help support my efforts by donating. Link in bio."

## 2 Days Out: Thank You [Image: Bags packed for event weekend]

**Facebook:** "Wow, these past few months have been a blast! I want to thank all of my family and my friends for supporting me! I leave tomorrow for NYC Marathon. Wish me luck! [Insert Fundraising Link]"

**Instagram:** "Wow, these past few months have been a blast! I want to thank all of my family and my friends for supporting me! I leave tomorrow for NYC Marathon. Wish me luck! Link in bio."

# EVENT WEEKEND POSTING

## Arriving at event [Image: Expo or packet pickup]

**Facebook:** "I have arrived at NYC Marathon! Tomorrow I will take on 26.2 miles in support of @The Leukemia & Lymphoma Society. Thanks everyone for supporting me! [Insert Fundraising Link]"

**Instagram:** "I have arrived at NYC Marathon! Tomorrow I will take on 26.2 miles in support of @leukemialymphomasociety. Thanks everyone for supporting me! Link in bio."

## Inspiration Dinner [Image: Photo with team]

**Facebook:** "I am beyond blessed to have this great group of @Team In Training teammates by my side racing tomorrow. Together we raised more than \$1.5 million in support of new cancer cures. [Insert Fundraising Link]"

**Instagram:** "I am beyond blessed to have this great group of #TeamInTraining teammates by my side racing tomorrow. Together we raised more than \$1.5 million in support of new cancer cures. Link in bio."

## Before Bed: [Image: Layout race day outfit on bed]

**Facebook & Instagram:** "All set for race day!"

# EVENT WEEKEND POSTING

## **Race Morning [Image: Image at start line in Team In Training jersey]**

**Facebook:** "Today I will be running for something bigger than myself. Today I dedicate 26.2 miles to the patients who are in their hospital beds fighting for the life. Today is for you. [Insert fundraising link]"

**Instagram:** "Today I will be running for something bigger than myself. Today I dedicate 26.2 miles to the patients who are in their hospital beds fighting for the life. Today is for you. Link in bio."

## **Finish Line [Image: Photo of you with your race medal]**

**Facebook:** "I did it! I traversed through five boroughs in support of @The Leukemia & Lymphoma Society! My goal to raise \$5000 to support cancer research and programs is almost met. Please help me reach it by today! [Insert fundraising link]"

**Instagram:** "I did it! I traversed through five boroughs in support of @leukemialymphomasociety! My goal to raise \$5000 to support cancer research and programs is almost met. Please help me reach it by today! Link in bio."