



SOCIAL MEDIA GUIDE

Sample posts to ask for donations

1. Hi Friends! I'm raising funds to help people who are recovering from substance use and mental health disorders. This is a cause that I'm really passionate about, and it has a tremendous impact on our community. Will you join me providing hope and healing by making a donation today?
2. I run to end the stigma. I run to make sure anyone who needs treatment can access it. I run for recovery. Will you support me by making a donation?
3. I run because one in twelve people will be impacted by a substance use disorder, but only 10% of those people will receive treatment. I run for recovery. Will you join me by making a donation today?
4. Friends, I have a special request. I'm running to help people who are recovering from substance use and mental health disorders. This is a cause that I'm very passionate about. Will you help me by making a donation today?

Sample posts to recruit team members

1. In September in celebration of National Recovery Month, I'm participating in the 2020 Run for Recovery 5k walk/run to support people recovering from substance use and mental health disorders. This cause has a huge impact on our community and it's one that I'm very passionate about. Registration is easy; it only takes a few minutes. Will you join my team?
2. Have you ever wanted to make a difference in your community? Join my team for the 2020 Run for Recovery—run for hope and run for healing!
3. I run because recovery works! With treatment and support, people with substance use and mental health disorders can and do recover every day. Who do you run for? Join my team and start recovering lives!
4. Hi friends! Want to get fit, have fun, AND support a good cause? Join my team for the 2020 Run for Recovery and help recover lives in our community!

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Most people are more than happy to help when they are asked. The trick is just asking! Below are some tips and best practices to help you feel confident asking and inspire people to support you and your cause.

1. Share your “why.” **Literally, answer the question, “Who do you do run for?”** Sharing why you’re passionate about recovering lives can inspire your friends and family to support you. Your why can be as simple or as personal as you like. But at it’s heart, your “why” must remind your people of exactly why recovery matters.
2. Post multiple times. Once is never enough. People forget, and that's okay. That also makes it okay to **post three, four, or even five times about the Run for Recovery**. This keeps your fundraising page fresh and reminds people to get involved.
3. **Create a sense of urgency.** How many times have you said, “I’ll do this later” and then later never comes? The same things happens in fundraising. Encourage people to donate right away. Set yourself mini-goals and ask people to help you meet these goals by a certain deadline.
4. Make sure you’re using the right links. If you want someone to donate to your page, be sure to include the link to your personal fundraising page. If you want someone to join your team, a link to the Run for Recovery registration page is more appropriate. Either way, **include a link in every post**. Make it easy for someone to support you.
5. Your fundraising technique is unique to you. **Mix and match the samples** above to create the perfect post to share your story and inspire your supporters!
6. Thank, thank, and thank again. Thank your supporters personally, and if it’s appropriate, publicly as well. You can even post your thank you on your social media page. Regardless of how it’s done, it’s important to **let your supporters know how much you appreciate everything they’ve done**.

