



Social Media Guide

1. **Add your fundraising page link to EVERY post** so your friends can easily access your page to donate or register. For Instagram, you can put your fundraising link in your profile.
2. **Make sure you are asking your friends to do something.** Use words like, "Donate now," "Share this," or "View my fundraising page." Remember that you have to be specific to get results.
3. **Thank each of your friends on their pages/profiles.** You never know who else is going to read their wall and possibly donate to you.
4. **Have fun and make it personal.**
5. **Tag or message teammates on social media** to create healthy competition. Use the @ symbol and enter the person's profile name or person's actual name to tag people.
6. **Message everyone you know!** Don't just use posts to talk about your fundraising goal. Spread the word with messages, chat, etc.
7. **Why are you fundraising for Special Olympics?** Share your story with your friends, and let them know why you are raising funds and awareness for the athletes.

Imagery

[Download the Guardian Bowl social media graphic.](#)

Sample Fundraising Messages

I am playing in the Guardian Bowl to raise funds for Special Olympics athletes and promote #inclusion. Donate today and make a difference! (Insert personal link) #LETR4SOSC #GuardianBowl

Your donation can change the lives of thousands of people with intellectual disabilities in Southern California. Support me as I run/walk for Special Olympics Southern California. (insert personal link) #LETR4SOSC #GuardianBowl

Sample Join Fundraising Messages

I am playing in the Guardian Bowl on November 26 to raise funds for Special Olympics! Join me at (insert website link) #LETR4SOSC #GuardianBowl

Who's ready to raise money for a great cause? Join me in fundraising for the Guardian Bowl to support the Special Olympics Southern California. (insert website link) #LETR4SOSC #GuardianBowl

Sample Thank You Messages

Thank you (insert donor's name) for supporting Special Olympics. Your gift helps athletes achieve their dreams! (insert personal link) #LETR4SOSC #GuardianBowl

Thank you (insert donor's name) for supporting me I play unified football with Special Olympics athletes. Together, we can help make a difference in the lives of children and adults with intellectual disabilities. (insert personal link) #LETR4SOSC #GuardianBowl