Social Media Guide and Outreach for Parents

Facebook
- Share your personal fundraising page with a prominent donation link.
- Share your child’s story! Relate to others by letting them know why you and your child are fundraising.
- Thank donors by giving them a shoutout.

Sample Facebook Posts
“INSERT CHILD NAME is raising money to help create a more active and healthy school and has pledged to make their school a kinder place! We’ve raised [amount] so far, but we still need [amount] to completely reach our goal! Would you consider making a donation (even small gifts help!) to assist us in our fundraising efforts? Please feel free to share this post and encourage your own friends to give! Thank you in advance for your generosity! #healthmovesminds [insert URL and photo]

Twitter
- Introduce your fundraiser to your followers using the hashtag #healthmovesminds.
- Share a link to your personal fundraising page where they can learn more about your family’s story.
- Remember, include @SHAPE_America in your tweets so we can see all your updates and share with our followers!

Sample Tweets
“CHILD NAME is doing his/her part to make his/her school a kinder, healthier, more active place by raising funds for their health and PE program. Please donate and join our movement.” [insert URL and photo]

“Family and friends: check out my child’s donation page for @SHAPE_America (URL) #CooltobeKind!”

“Thank you to @TWITTERHANDLE for your donation toward my fundraiser for @SHAPE_America. Every little bit counts! #healthmovesminds Donate at: (URL)”
**Instagram**

- Capture the memories you and your child create as you carry out your fundraiser! We love to see all the fun and unique ways you are raising awareness.
- Feel free to include a link to your fundraising page or event information in your bio so you can link it.
- Tag us so we can join in on the fun: @shapeamerica.

**Email**

Email is a great tool to use throughout the fundraising process. You can reach multiple people quickly and effectively. Your emails should convey why you are fundraising, what you are doing to fundraise, how to donate, and of course — your goal! We will provide some sample emails for you on your fundraising page, but you should take the time to personalize your message!

**Sample Fundraising Email From Parents/Students**

My school is participating in a program called health. moves. minds. which is teaching us how to take care of our mind and body, while also learning to be kind to others.

As part of this program, we are raising money to purchase (insert school’s desired PE equipment) to make our school more active and healthy. With this new equipment our goal is to (insert school goal).

[Alternate paragraphs if school has chosen to designate a local charity partner]

As part of this program, we are raising money to purchase (insert school’s desired PE equipment) to make our school more active and healthy. We are also going to share part of the money we raise with a local charity: NAME OF CHARITY.

As our fundraiser, we are holding a NAME OF EVENT. Will you please help me raise money by visiting my fundraising page at URL? Thank you so much!
Samples Messages for Students

**Grades K-2**
I’m a student at [SCHOOL NAME] and I’m participating in “Kindness Week” to help my community be a happier and healthier place. Will you help me reach my goal?

“I’m CHILD NAME I go to SCHOOL NAME school. We’ve been learning how to take care of our minds and bodies, and now we are celebrating with kindness week. We are raising money to purchase (insert school’s desired PE equipment) to make our school more active and healthy. Will you help us get to our goal?”

“My school is hosting a (insert event here, ex: Random Acts of Kindness Skate-A-Thon) to help combat bullying. The funds we raise will also help my school purchase new inline skating equipment that we can use in physical education to improve our health.”

**Grades 3-5**
I’m a student at [SCHOOL NAME] and I am participating in a 30-day mindfulness challenge at my school to encourage positive thoughts, feelings, and activities in every day. Will you support my efforts?

“I’m a student at [SCHOOL NAME], in PE this month we’re learning how to take better care of our mind and body through mindfulness techniques. Our school is also raising money to buy (ex: new equipment for cooperative games) that will help us learn and grow as a team. Will you help me build a more active and healthy school?”

**Grades 6-8**
I’m a student at [SCHOOL NAME], and I am participating in “No-Phone Saturday” as a way to give back to my community and concentrate on actively engaging with family and friends. Our school is also raising money to buy (ex: new equipment for cooperative games) that will help us learn and grow as a school. Will you support my efforts?

I’m a student at [SCHOOL NAME], participating in a “Stress Relief” dance-a-thon to clear my mind before exams while raising funds for my school’s health and physical education program. Will you support my efforts?