



Social Media Guide for Community Partners and Affiliates Race Against Gun Violence 2019

Suggested Timeline

(sample screen shots and general tips follow)

Week 1 – March 4, 2019

Goal: Raise general awareness of the race and registration

Text: **We're running in the Race Against Gun Violence on June 6th. Join us! [Incorporate reason and hashtag #WhyIRun]**

<http://www.stridesforpeace.org>

Week 2 – March 11, 2019

Goal: Share the Facebook event page to allow people to publicly RSVP or share the event and their attendance with their Facebook friends

Text: **Will you join us on June 6th in Grant Park? Run/Walk/Donate/Volunteer. There is a race for every age and level. #EveryStrideCounts**

<https://www.facebook.com/events/260906224600909/>

Week 3 – March 18, 2019

Goal: Build awareness of fundraising goals

Text: **Help us meet our goal of \$XX,XXX! We're running the Race Against Gun Violence and our fundraising helps us [your mission here / reduce gun violence in Chicago and #WhyIRun].**

<http://stridesforpeace.enmotive.com> > My Account > View Personal Fundraising Page > share

Week 4 – March 25, 2019

Goal: Promote race registration

Text: **Last chance for early bird registration! Registration price rises on March 31! Sign up now! What could be better than a beautiful evening run or walk in Grant Park to help bring peace to Chicago? Join us for the Race Against Gun Violence on June 6th! #EveryStrideCounts**

<http://www.stridesforpeace.org>

Week 5 – April 1, 2019

Goal: Build fundraising momentum for your organization

Text: **100% of the donations we receive in the Race Against Gun Violence help support our mission and bring us closer to ending gun violence in Chicago. Will you join us? #WhyIRun**

<http://stridesforpeace.enmotive.com> > My Account > View Personal Fundraising Page > share

Week 6 – April 8, 2019

Goal: Build urgency and promote Facebook event and registration

Text: **The Race Against Gun Violence is just 2 months away! Join us and help end gun violence in Chicago. Run/Walk/Donate/Volunteer. There is a race for every age and level. #CelebrateHope**

<https://www.facebook.com/events/260906224600909/>

Week 7 – April 15, 2019

Goal: Describe the event, build community

Text: **Hundreds of active and passionate individuals who care about stopping gun violence will come together on June 6th in Grant Park to run an 8K, 5K, or walk 2 miles. Together, we'll take a stand and support those working to change lives in Chicago. #EveryStrideCounts #CelebrateHope**
<http://www.stridesforpeace.org>

Week 8 – April 22, 2019

Goal: Involve kids

Text: **Bring the kids to the Tots for Peace Sprint at the Race Against Gun Violence on June 6th. #FamilyFriendly**
<http://www.stridesforpeace.org>

Week 9 – April 29, 2019

Goal: Personalize your fundraising

Text: **We're close to our goal [or help us reach our goal!] of \$XX,XXX. Support our team! Every Stride Counts in the Race Against Gun Violence.**
<http://stridesforpeace.enmotive.com> > My Account > View Personal Fundraising Page > share

Week 10 – May 6, 2019

Goal: Boost last minute registrations

Text: **The Race Against Gun Violence is just a month away. Sign up today and be part of the solution to end gun violence. #EveryStrideCounts**
<http://www.stridesforpeace.org>

Week 11 – May 13, 2019

Goal: Last minute fundraising

Text: **Not able to participate in the Race Against Gun Violence, but still want to support Org Name? Please donate and help us reach our goal.**
<http://stridesforpeace.enmotive.com> > My Account > View Personal Fundraising Page > share

Week 12 – May 20, 2019

Goal: Encourage online registration

Text: **THURSDAY June 6th at 6:30 pm! Come out to Grant Park and run with us in the Race Against Gun Violence. 8K, 5K, or 2 mile walk. Registration price rises after May 31. Register now!**
<http://www.stridesforpeace.org>

Week 13 – May 27, 2019

Goal: Final fundraising push

Text: **We're close to our goal of \$XX,XXX. [Or we raised our fundraising goal to \$XX,XXX] Help us meet and surpass our goal by supporting our team!**
<http://stridesforpeace.enmotive.com> > My Account > View Personal Fundraising Page > share

Week 14 – June 3, 2019

Goal: Encourage participation

Text: **The Race Against Gun Violence is this week! THURSDAY June 6th at 6:30 pm! We can't wait to celebrate with our sister organizations doing the important work of reducing gun violence in our communities. See you soon!**
<http://www.stridesforpeace.org>

Week 15 – June 10, 2019

Goal: Give thanks

Text: **We did it! We participated in the 6th annual Race Against Gun Violence, celebrated and raised awareness of our work. And thanks to our generous community of supporters, we raised \$XX,XXX. Thank you!**
[photos from 2018 race]

General Facebook / Twitter tips

- Customize your posts with photos from last year's race from your own files
- Encourage your stakeholders, friends, and family to share and like or retweet and heart your posts.
- Tag Strides for Peace in your posts by typing @stridesforpeace
- Use the hastags #CelebrateHope #WhyIRun, #EveryStrideCounts, #ChicagoCharity, #OneChicago, #StopTheViolence #AProjectforUs, #runchi when posting about your participation in the race
- Share your individual or team fundraising pages on Facebook and Twitter via the EnMotive Platform <http://stridesforpeace.enmotive.com> > My Account > View Personal Fundraising Page >

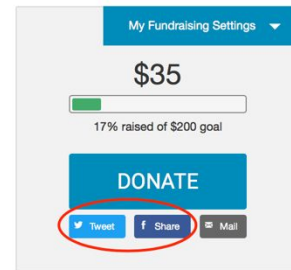


Anne Renna's Fundraiser

Benefitting: [Strides for Peace](#)

Event Fundraiser: [Strides For Peace - 2018 Race Against Gun Violence](#)

I am participating in the Race Against Gun Violence because I want to make Chicago a stronger and safer city.



Register

RECENT DONORS

Nicolas Owens \$25

- Share the Race Against Gun Violence Facebook event on your organization's page and personal Facebook pages. Find the event on our Facebook page at: <https://www.facebook.com/events/260906224600909/>