



THANK YOU for signing up for the brand new Got2Swim Miles Challenge! Your support of Colin's Hope during this time is invaluable, and we hope this Social Media Kit helps to make this a bit easier for you. We have included a social media participation post and a pledge-raising post along with suggestions for images. If you have any questions, would like to provide us with suggestions, or need help, don't hesitate to email us at [info@colinshope.org](mailto:info@colinshope.org)

BEST DAY EVER!

#### **SOCIAL MEDIA PARTICIPATION POST:**

[SUGGESTED TEXT]

I'm ready to crush the Colin's Hope Got2Swim Miles Challenge! Watch this summer as I swim for a great cause. Colin's Hope is a nonprofit organization that aims to raise water safety awareness to prevent children from drowning. Sign up today so that we can virtually swim together to help share the message that DROWNING IS FAST. SILENT. PREVENTABLE! #bestdayever #got2swimmileschallenge #mileschallenge

Sign up to swim now through July 31 at [www.colinshope.org/mileschallenge](http://www.colinshope.org/mileschallenge)

[SUGGESTED IMAGE] - Miles Challenge Logo: *Link above should auto-populate an image if included in a Facebook post.*

- To find the logo on a computer/laptop
  - Go to [www.colinshope.org/mileschallenge](http://www.colinshope.org/mileschallenge)
  - Right click and select "Save As" to save to your computer.
  - Use it for your post.
- To find the logo on a mobile device
  - Go to [www.colinshope.org/mileschallenge](http://www.colinshope.org/mileschallenge)
  - Hold down and select "Save Image"
  - Use it for your post.

## **SOCIAL MEDIA PLEDGE-RAISING POST:**

[SUGGESTED TEXT]

Water safety is critical now more than ever as we enter summer. Help me raise essential dollars for a great cause! Colin's Hope is a nonprofit organization that aims to raise water safety awareness to prevent children from drowning. Every dollar you donate now will help share the message that **DROWNING IS FAST. SILENT. PREVENTABLE!** Pledge a flat amount or donate by the mile; every dollar will surely make for the **#bestdayever #got2swimmileschallenge #mileschallenge**

Donate at the following link and include our name in the comments!

NOTES FOR THIS POST:

- You can encourage donations directly online to the Got2Swim Miles Challenge Donation Page ([www.colinshope.org/mileschallenge](http://www.colinshope.org/mileschallenge)) or to your personal pledge page (optional).
- You can also use the Pledge Tracking Form if you are asking for donations by the mile.

[SUGGESTED IMAGE] - A photo of you swimming