



THANK YOU for signing up for the Best Water Safety Walk Ever! 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

BEST DAY EVER!

SOCIAL MEDIA PARTICIPATION POST:

[SUGGESTED TEXT]

We're ready for the Best Water Safety Walk Ever! Watch this month as our family walks miles 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 walk together to help share the message that DROWNING IS FAST. SILENT. PREVENTABLE! #bestdayever #bestwatersafetywalkever #bwswe

Sign up to walk now through May 31 at www.colinshope.org/bestwatersafetywalkever

[SUGGESTED IMAGE] - Best Water Safety Walk Ever 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/bestwatersafetywalkever
 - 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/bestwatersafetywalkever
 - 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 near summer. Help our family 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 #bestwatersafetywalkever #bwswe

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

<https://colinshope.z2systems.com/np/clients/colinshope/publicFundraiserList.jsp?campaignId=77&>

NOTES FOR THIS POST:

- You can encourage donations directly online to the Team Pledge Page (link above) or to your personal pledge page (optional).
- You can also use the [Pledge Tracking Form](https://www.colinshope.org/wp-content/uploads/2020/05/BWSWE-Pledge-Mileage-Tracking-Form-Pledges.pdf) if you are asking for donations by the mile.
<https://www.colinshope.org/wp-content/uploads/2020/05/BWSWE-Pledge-Mileage-Tracking-Form-Pledges.pdf>

[SUGGESTED IMAGE] - A photo of your family and/or a photo of your family on a walk