

Social media templates & posts

Templates for making an ask:

Template for Social:



Facebook:

Connect with friends, family, and your community. Facebook is the perfect place to share your story, explain why you're fundraising, and invite others to join your journey.

"I'm proud to be participating in **[Event/Campaign Name]** because **[insert your reason – e.g., I want to support cancer care close to home]**.

All funds raised will support **[beneficiary – e.g., the highest priority needs at Juravinski Hospital and Cancer Centre]**.

The event takes place on **[Event Date]**, and my personal goal is to raise **[Insert Goal Amount]**.

I'd be so grateful if you'd consider supporting me by making a donation to help me reach my goal.

[Insert Personal Fundraising Page Link]

Thank you for your support - it truly means the world!

#FundraisingForGood #MakeADifference #[YourEventHashtag]"

Tips:

- *Add a personal photo or short video explaining why the cause matters to you to increase engagement.*
- *Tag the event page, hospital foundation, or teammates to extend reach.*
- *Post updates throughout your fundraising journey (e.g., milestones, training, event day photos).*



X (Twitter):

Keep it short and punchy! X is all about quick updates, powerful messages, and real-time engagement – perfect for spreading your goal far and wide.

“I’m participating in **[Event Name]** to support **[cause, e.g., cancer care close to home]**

Goal: **[Insert Goal]** by **[Event Date]**

Support me: **[Shortened Link]**

Thanks for making a difference!

#FundraisingForGood #[YourEventHashtag]”

Tips:

- Use clear, action-oriented language since character space is limited.
- Include a shortened link (like Bitly.com) to make your post cleaner and easier to click.
- Engage with event or Foundation accounts by tagging them or retweeting related updates.

Instagram:

Inspire through visuals. Use photos, videos, and Stories to showcase your passion, involve your followers, and bring your fundraising journey to life.

“Taking part in **[Event Name]** to support **[Cause – e.g., cancer care close to home]**

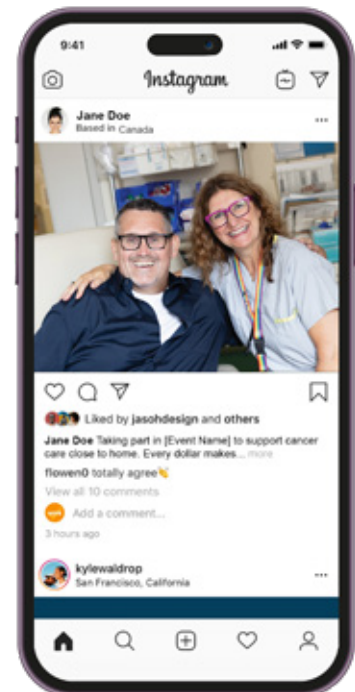
Every dollar makes a difference - help me reach my goal!

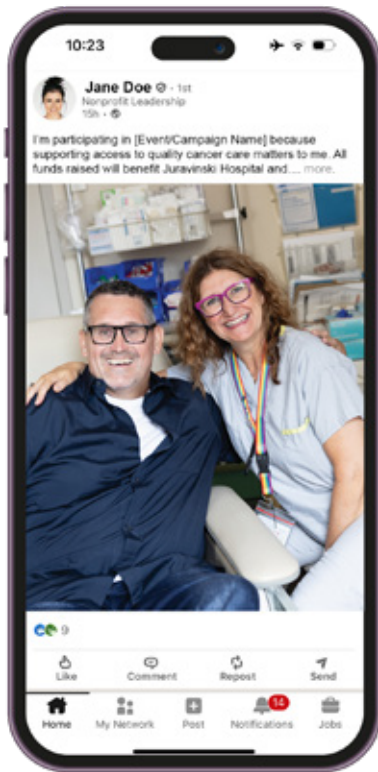
Link in bio, donations close **[DATE HERE]**!

#FundraisingForGood #[YourEventHashtag]”

Tips:

- Use a strong visual (photo or reel) that captures your participation or the cause.
- Leverage stories to share updates, tag the event and Foundation, and use fundraising stickers if available.
- Keep the caption concise and emotional, directing followers to the link in your bio for donations.





LinkedIn:

Tap into your professional network. Share your personal motivation while highlighting the broader community impact - colleagues and business connections want to help make a difference too.

"I'm participating in **[Event/Campaign Name]** because [insert your reason – e.g., supporting access to quality cancer care matters to me].

All funds raised will benefit **[beneficiary – e.g., Juravinski Hospital and Cancer Centre]** and help support **[brief cause or program focus]**.

The event takes place on **[Event Date]**, and I've set a personal fundraising goal of **[Insert Goal Amount]**.

I'd be so grateful if you'd consider supporting me by making a donation to help me reach my goal.

[Insert Personal Fundraising Page Link]

Thank you for helping make a meaningful difference.

#FundraisingForGood #MakeADifference #[YourEventHashtag]"

Tips:

- Write in a professional but personal tone, emphasizing community impact and your motivation.
- Tag Hamilton Health Sciences Foundation to build credibility and visibility.
- Share updates on your progress or team achievements to keep your network inspired and involved.