



*Dancing until every kid has the opportunity to be Cal Poly Proud.  
For The Kids*

## **How to Fundraise on Social Media**

### **What should I use these templates for? (*Scroll down for templates*)**

- Facebook Posts
- Instagram Captions
- Tweets
- Texts
- Emails
- GroupMe

### **Can I tweak the templates?**

- YES! Personalize templates as much as you'd like. These are just meant to be a guide.
- Also, feel free to just copy and paste the templates as is (make sure you add the required info, though!)
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### **How do I get my personal event page link?**

- Log in to donor drive
- Click 'Your Page' in the top left corner
- Scroll down, Find box (below) on the right side



- Click on 'Get Page Link'
- Copy/Paste link into the desired template

## TEMPLATES

<p><i>General Example #1</i></p>	<p>"This year I am participating in Cal Poly Dance Marathon. Cal Poly Dance Marathon is a student-led organization that raises money for our local Cottage Children's Medical Center to help kiddos. I personally am trying to raise (INSERT YOUR GOAL FOR THE DAY) ! If you can, please help me give more to the kids. Here is my Event Page link to donate: (<a href="https://events.dancemarathon.com/YOURLINK!!!!">https://events.dancemarathon.com/YOURLINK!!!!</a>)"</p>	<p><b>(Don't forget to add your goal AND your personal Event Page Link)</b></p>
<p><i>General Example #2</i></p>	<p>"Cal Poly Dance Marathon raises money for kiddos like Sloane. Sloane was born at only 24 weeks old and rushed to her local Cottage Children's Medical Center. Thanks to the amazing care she received there, Sloane is now a happy, healthy 9-year-old who enjoys soccer and gymnastics. This year, I want to help kiddos just like Sloane. I aim to raise (INSERT YOUR GOAL) for the kids. All donations received go directly to Cottage Children's Medical Center and are used to support research, training, equipment needs, and pay for uncompensated care, all to save and improve the lives of as many children as possible. Help me give more to the kiddos! Here is my Event Page link to donate: (<a href="https://events.dancemarathon.com/YOURLINK!!!!">https://events.dancemarathon.com/YOURLINK!!!!</a>)"</p>	<p><b>(Don't forget to add your goal AND your personal Event Page Link)</b></p> <p><b>(See Below Chart for Pic of Sloane if you'd like to include)</b></p>
<p><i>General Example #3</i></p>	<p>"I am so excited to participate in Cal Poly Dance Marathon for the (ADD WHAT YEAR IN DANCE MARATHON) year. Last year, I had an amazing time at Cal Poly Dance Marathon and was so inspired to continue my involvement with this movement. So, this year my goal is to raise (INSERT YOUR GOAL) Anything helps and everything is tax-deductible! (<a href="https://events.dancemarathon.com/YOURLINK!!!!">https://events.dancemarathon.com/YOURLINK!!!!</a>)"</p>	<p><b>(Don't forget to add your year, goal AND your personal Event Page Link)</b></p>
<p><i>General Example #4</i></p>	<p>"Hi friends! I want to let you all know that I am participating in Cal Poly Dance Marathon on February 22nd this year. Cal Poly Dance Marathon is an organization on campus that raises money for our local Cottage Children's Medical Center to help kids! If you're able to donate anything to my Event Page, I would greatly appreciate it :) Here's my Event Page link:</p>	<p><b>(Don't forget to add your goal AND your personal Event Page Link)</b></p>

	(https://events.dancemarathon.com/YOURLINK!!!!) ”	
<i>General Example #5</i>	<p>Hi everybody! I am the <i>insert position here</i> for Cal Poly Dance Marathon. Our organization is a student-led movement that fundraises year-round for Cottage Children's Medical Center (CCMC) in Santa Barbara. All of the money raised is directly donated to help the sick and injured kids at CCMC. Every winter we host an annual 12-hour dance marathon to celebrate all of the money that we have raised! If you are interested in donating, click on the link below. Any amount is appreciated, thank you in advance!</p> <p>(https://events.dancemarathon.com/YOURLINK!!!!)</p>	<b>(Don't forget to add your position title and link your personal donor drive page)</b>

### Link to DropBox Resources:

<https://www.dropbox.com/sh/cmdsnyd4gogymmu/AACRi57NuaPIAcx1iSpQRA9ga?dl=0>

In the bottom left there is a folder titled “Social Media & Content Resources” that has a bunch of graphic and photo resources that you could utilize!

### Potential Pics to Include (Just Copy/Paste!):

