



Nature's EMPORIUM RUN FOR SOUTHLAKE

Social Media Toolkit

Social media is your best friend when it comes to fundraising for the Nature's Emporium Run for Southlake! Boost your fundraising by telling your friends, family and online network about the impact they can have in supporting leading edge care, close to home.

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How to Use This Toolkit

Fuel your fundraising with ready-to-go images and messages in the Google Drive folders that you can use to reach out to your community! Download an image and copy/paste the text to post about your fundraiser on social media. Share these online to inspire your community and explain how their donation to your fundraiser will make a difference.

Fundraising Toolkit

Check out [our Fundraising Toolkit](#) for all of our fundraising tips and tricks!

Hashtags

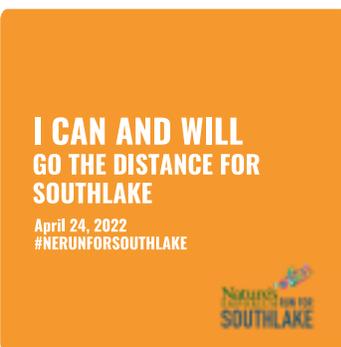
- [#NaturesEmporiumRunForSouthlake](#)
- [#NERunForSouthlake](#)
- [#LeadingEdgeCare](#)
- [#CloseToHome](#)
- [#GoTheDistance](#)

Say Thank You

Don't forget to thank people for supporting you! Use **the template thank you email** we created as part of your Participant Centre resources.



Content Ideas

	COPY	HASHTAG	IMAGE
FACEBOOK	<p>Go the distance in #NaturesEmporiumRunForSouthlake. I'm participating this year because [name of loved one or cause you are honouring or reason why you are participating]. The funds I raise will support the most urgent equipment needs that Southlake's clinical teams require to provide leading edge care close to home. Will you donate to help me reach my fundraising goal for our hospital? Visit my fundraising page today to donate: [link to your fundraising page]</p>	<p>#NaturesEmporiumRunForSouthlake #NERunForSouthlake #LeadingEdgeCare #ClosetoHome #GoTheDistance</p>	
INSTAGRAM	<p>Did you know that there are 1.5 million people who rely on Southlake Regional Health Centre for care from across York Region, South Simcoe County and as far north as Muskoka? I am participating in #NaturesEmporiumRunForSouthlake to help fund the most urgently-needed tools and equipment for patients at our hospital. Your donation to my fundraising goal will help ensure that leading edge care is available to you and your loved ones when you need it most. Please consider making a donation today at the link in my bio. [Add link to your fundraising page to your bio].</p>	<p>#NaturesEmporiumRunForSouthlake #NERunForSouthlake #LeadingEdgeCare #ClosetoHome #GoTheDistance</p>	
LINKEDIN	<p>Go the distance in #NaturesEmporiumRunForSouthlake! I am participating this year because of [name of loved one or cause you are honouring or reason why you are participating]. The funds I raise will support the most urgent equipment needs that Southlake's clinical teams require to provide leading edge care close to home. Will you donate to help me reach my fundraising goal for our hospital? Visit my fundraising page today to make a donation: [Link to your fundraising page].</p>	<p>#NaturesEmporiumRunForSouthlake #NERunForSouthlake #LeadingEdgeCare #ClosetoHome #GoTheDistance</p>	
TWITTER	<p>1.5 million people in our communities rely on Southlake. I'm participating in Nature's Emporium Run for Southlake to help fund the most urgent needs of our hospital to provide #NERunForSouthlake Donate today: [Link to your fundraising page].</p>	<p>#NERunForSouthlake #LeadingEdgeCare #ClosetoHome #GoTheDistance</p>	

Website: RunForSouthlake.ca

For more images and post ideas, visit our Google Drive: <https://drive.google.com/drive/folders/1g32azbUDmtSNBLrtga-3pyX4h78Ct4JNh?usp=sharing>

The [FAQ section of our website](#) is a helpful resource. Still can't find the answer to your question? Please reach out to us at: runforsouthlake@southlakeregional.org



SOUTHLAKE
FOUNDATION