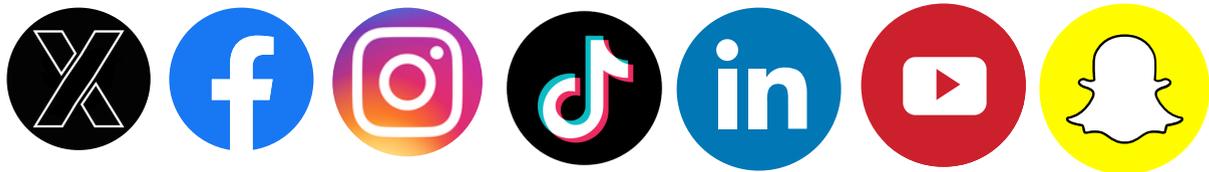




Promotion and Social Media Guide

Get Social

Use any social media platform you already have to share the details about your fundraiser.



Download Our Logo

DIABETES
CANADA

MY DIABETES
FUNDRAISER

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Sample Social Media Posts

Event Launch:

"Hi everyone,

I'm so excited to announce that I will be (hosting an event, taking on a challenge, etc.) in support of Diabetes Canada.

(Use these next few lines to describe the event or challenge with a line like "We're going to be going bowling" or "I'm going to read as many books as I can in 24 hours")

This (event or challenge) will be taking place (on or over) X Days (at Y Venue if Applicable). (The entry fee will be \$X/It would mean a lot if you could support this event by donating to Diabetes Canada)! Best of all, all proceeds will go towards Diabetes Canada's important work in advocating for people affected by diabetes today, and the search for a cure tomorrow.

Thank you for your support (and I look forward to seeing you at the event)!



Event Progress:

If Hosting an Event

Hey everyone! I have some exciting announcements to share! We are X days away from (name of event) and to date, we have currently raised \$XXXX for Diabetes Canada!

All of these funds will go towards providing help and resources for the 1 in 3 people in Canada affected by Diabetes and the search for the cure! Thank you for all of your support so far and I look forward to seeing you at the event!

If Taking on a Challenge

“Hi everyone, I have an exciting update about my challenge for Diabetes Canada. To date, I have raised \$XXXX and have completed X goals (if applicable) OR am X days away from my challenge.

All of these funds will go towards providing help and resources for the 1 in 3 people in Canada affected by Diabetes and the search for the cure! Thank you for all of your support! I couldn't do it without you!”



Event Thank You:

“Hi everyone,

I’d like to thank everyone for (attending my event, supporting my fundraiser, etc.). Your continued support helped make it a great success! I would also like to take the moment to thank (top donors and sponsors if applicable, otherwise ignore this section) for believing in me and helping get this event off the ground!

As mentioned, all proceeds raised from this event go to Diabetes Canada. By donating, you are a part of the movement to help people affected by diabetes today, and find a cure tomorrow. To learn more about the impact of Diabetes Canada’s work, please visit diabetes.ca

Thank you again for your support. Together, we made a lasting difference in the lives of the nearly 11.7 million Canadians living with diabetes or prediabetes.

~ Your Name”



Thank You!

Diabetes Canada is grateful to you for making us your charity of choice. By creating an event, you are bringing a community together to help the over 4 million people living with diabetes in Canada.