



SOCIAL MEDIA UPDATES FOR SUCCESS

Update your social media regularly to share why you're fundraising to end prostate cancer! Be sure to always include your personal fundraising link.

Here are a few weekly suggestions.

8 WEEKS BEFORE EVENT

I'm raising money for @zerocancer and I need your help! I want to raise \$XXX to support those fighting prostate cancer. Will you join me? Click here to donate: [Insert Personal URL]

7 WEEKS BEFORE EVENT

Join my friends supporting those impacted by prostate cancer [Tag friends and family who have made a donation]. Thank you so much for your support! Click here to make your donation: [Insert Personal URL]

6 WEEKS BEFORE EVENT

I am participating in the [CITY] ZERO Prostate Cancer Run/Walk on [DATE]. With diagnoses on the rise, the fathers, brothers, uncles, grandfathers and sons in your life need your support. Will you support me on my mission to ZERO out prostate cancer? [Insert Personal Page URL]

5 WEEKS BEFORE EVENT

Prostate cancer takes another life every 18 minutes. Let's beat these odds; you can help. Donate to my ZERO Run/Walk campaign today. [Insert Personal Page URL]
I'm still fundraising for ZERO Prostate Cancer and I need your support! Your donation will ensure that those facing a prostate cancer diagnosis can get the care and treatment they desperately need. [Insert Personal Page URL]

4 WEEKS BEFORE EVENT

Thank you to everyone who has donated so far! [Tag friends who have donated]
Make a donation and join this group of incredible friends and family. [Insert Personal Page URL] When I get to the start line, I'll know that you were a special part of my

journey to stop prostate cancer. If you haven't done so, please donate today. [Insert Personal Page URL]

3 WEEKS BEFORE EVENT

I'm just \$XXX away from my goal! YOU can help me reach this milestone. Please support me with a donation today! [Insert Personal Page URL] Many of you have asked why I care about prostate cancer. [Insert personal story].[Insert Personal Page URL]

2 WEEKS BEFORE EVENT

So excited that we're just two weeks away from our ZERO Run/Walk! If you haven't already done so, donate to help put an end to prostate cancer, a disease that affects 1 in 8 American men. [Insert Personal Page URL] So many of you have made a donation and I'm so thankful. Let's try to raise some awareness in addition to money: share this post with your Facebook friends – you never know who is struggling with prostate cancer. [Insert Personal Page URL]

1 WEEK BEFORE EVENT

This weekend I'll be participating in ZERO Prostate Cancer's Run/Walk. Come out and cheer us on! I hope to see you out there! If you can't make it, please show your support with a donation to support someone fighting prostate cancer. Thank you! [Insert Personal Page URL]

DAY OF EVENT TIP:

Go live on your Facebook account to share your Run/Walk experience with your friends and family...