



# PARTICIPANT SOCIAL MEDIA TOOL KIT



Use social media to proudly share your participation in Kidney Walk and easily expand your fundraising reach!

Refer to the following examples and tips to recruit others to join you!



**Example 1:** “I have registered for Kidney Walk to improve the lives of Canadians affected by kidney disease. I will fundraise and walk in my community to honour and advocate for all those can’t. Do you want to join me in making a difference? Follow the link to join my team or donate to show your support [\[URL to team page\]](#).”

**Example 2:** “Exciting news... I’m walking in my community for Kidney Walk this year! This cause means a lot to me because [\[share your reason for walking\]](#). Would you like to join this experience with me? Message me for details or follow the link to join my team [\[URL to team page\]](#).”



**Example 3:** “Did you know 77% of Canadians waiting for an organ transplant are waiting for a kidney? I am walking in Kidney Walk to raise crucial funds to change this. The funds I raise will support organ donation initiatives, research and programs and services for Canadians living with kidney disease. Join my team or donate to show your support [\[link to team page\]](#).”

**Example 4:** “1 in 10 Canadians has kidney disease. [\[share your connection to kidney disease\]](#). On June 6, each member of my team [\[team name\]](#) will walk in our neighborhoods to help support our loved ones living with kidney disease! Join [\[team name\]](#) and make an impact with us! Follow the link to join or support us [\[link to team page\]](#).”

Refer to the following examples and tips to get support from your family and friends!

## SUPPORT ME



**Example 1:** “I’m walking in Kidney Walk to show [\[name or personal story\]](#) strength, hope and courage! I am on a mission to raise as much as I can to support [\[name\]](#) and the 4 million Canadians with kidney disease. Can you help me reach my goal? Every dollar counts! Thanks for your support [\[link to personal or team page\]](#).”

**Example 2:** “I’m almost at the finish line, and every step counts in advocating for all those affected by kidney disease [\[or share who you are walking for\]](#). Can you help me reach my Kidney Walk goal? Donate to support critical support programs and research. Every donation counts. Thanks for your support! [\[link to personal or team page\]](#).”

**TIP:** Tag or mention those in your life who have been affected by kidney disease.

# KIDNEY WALK

The Kidney Foundation of Canada

## SUPPORT ME



**Example 3:** “Let’s get walking! I’ve registered for the Kidney Walk on [\[your location’s walk date\]](#) to support Canadians affected by kidney disease. Help me reach my goal of \$[\[xxx\]](#)! There is no cure for kidney disease and your donation makes life-saving research possible. Thanks for your support [\[link to personal or team page\]](#).”

**Example 4:** “I am proud to be participating in Kidney Walk on [\[your location’s walk date\]](#). Knowing that my fundraising drives lifesaving research and programs to support patients and their families is very rewarding. Can you help me make an impact? Every donation makes a difference [\[link to personal or team page\]](#).”

**TIP:** Tag five friends and ask them to share your post to their newsfeed.

# KIDNEY WALK

The Kidney Foundation of Canada

## SUPPORT ME



**Example 5:** “In just one week I will be walking in my community for Kidney Walk to support kidney disease and organ donation initiatives and awareness. Please consider donating to this vital cause [\[link to personal or team page\]](#). From myself all affected by kidney disease, thank you for your support.”

**Example 6:** “Walking shoes, water bottle, hat, now all I need is your support! Today I am walking in my community to support, honour and advocate our kidney and transplant community. Can you help me reach my Kidney Walk fundraising goal? Thank you! [\[link to personal or team page\]](#).”

Refer to the following example and tip to thank your supporters and donors!



“Thank you for the incredible support from family and friends for *[joining my team/supporting my Kidney Walk]*. Together, we raised \$ *[XXX]* to support The Kidney Foundation in providing critical supports and services to people living with kidney disease. A special thank you goes to *[tag those who donated]* for donating. Your support also funds groundbreaking research for a cure. THANK YOU!”

**TIP:** Use this as an opportunity for a last-minute appeal: “If you didn’t get a chance to donate, you still can. Every little bit helps. *[insert link to your page]*.”

# KIDNEY WALK

The Kidney Foundation of Canada

Follow these suggestions to help utilize social media for fundraising:



- Include **“#KidneyWalkCanada”** in all your posts to expand your reach and connect with other Kidney Walkers!
- **Wear a Kidney Walk shirt** in your profile picture.
- **Add a Kidney Walk Facebook frame** to your profile picture.
- **Make your posts personal**, tell your story for walking and why the cause is important to you.
- **Include pictures in your posts**, such as, you preparing to walk and fundraising.
- **Ask family and friends to share your posts** and champion you.
- It's okay to post frequently!
- **Continue fundraising on the day of Kidney Walk**, posting pictures of your walk, always linking to your personal page.

Thank you for fundraising to show our kidney and transplant community  
**STRENGTH, HOPE & COURAGE!**