

#WeWillTell2019



WALK AND RUN FOR Life 2019  
Pregnancy Clinic Ministry  
Annapolis • Bowie • Crofton • Severna Park



## FUNDRAISING TIP: SOCIAL MEDIA POSTING SCHEDULE

Social Media (Facebook, Instagram, Twitter, etc.) is a great tool for fundraising - as is email and even text messages. Don't be afraid to post frequently. Remember how quickly your messages end up on the bottom with everyone sharing their own statuses. Make your posts regular, frequent, and PERSONAL. Always include your fundraising link and #WeWillTell2019!

Because your posts will (hopefully!) drive your friends and family to your [FundEasy](#) page, you should also update your [FundEasy](#) status on a regular basis, too. AND be ready to thank everyone who donates to you.

Here's a possible posting schedule and some example posts. But social media is all about being personal - so be personal in your posts. Use real examples of why you are walking and what drives you to support this ministry.

Late July or Early August After Registering	I've registered for the Pregnancy Clinic Walk & Run for Life on September 21! I hope you'll join me as I take steps for Life. I walk because _____. Visit my fundraising page at <insert link> to donate today and help me reach my goal.
August During your campaign	Did you know that 1 in 3 women in our society - including in our churches - have experienced an abortion? The Pregnancy Clinic offers help, hope, and healing to women facing unplanned pregnancies, and women who suffer from an abortion in their past. I'm raising funds to help them do more! Visit my fundraising page at <insert link> to learn more and support my efforts!
August Half-way to your goal	I'm half-way to my goal of \$_____ and only need \$_____ more to reach it! Will you help me? Every dollar will go directly to the Pregnancy Clinic Ministry and offer free services to women in our community. Visit my fundraising page at <insert link> and make your donation today.
Friday, Sept. 6 or Saturday, Sept. 7 Two weeks before	It's only two weeks before the 2019 Walk & Run for Life! I am so excited to participate and make a difference in the lives of women, men, and kids in our community. This week, kids all over the country are starting or going back to school. I'm walking for all the children who won't be with there because their lives were lost due to abortion. Support me by visiting my fundraising page and making a gift today! <insert link>
Friday, Sept. 20 Night Before the Walk	Thank you to everyone who helped me reach my goal! The Pregnancy Walk and Run for Life is tomorrow and it's not too late to make a difference. Visit my fundraising page and make a life-saving gift today. <insert link>
Sunday, Sept. 22 Post-Walk Thank You!	Thank you so much to everyone to contributed to the Pregnancy Clinic Walk & Run for Life! With your support, I reached \$____ - 100% of which will go directly to supporting the work of the Pregnancy Clinic. If you missed it, you can still contribute! My fundraising page will be acted for another few weeks. Check it out at <insert link>.

[www.walkandrun.org](http://www.walkandrun.org)

Contact Angela ([angela@pregnancyclinic.org](mailto:angela@pregnancyclinic.org)) or Sharon ([patten.s@pregnancyclinic.org](mailto:patten.s@pregnancyclinic.org)) with questions.