

JOHN WAYNE GRIT SERIES



Stay Dusty — and Active — on Social Media Apps

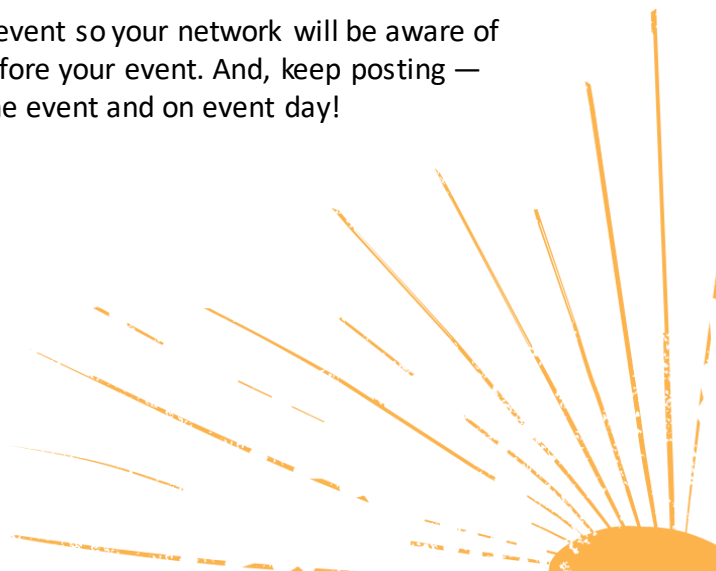
John Wayne knew the power of a great story told well. Today, one of the best ways to share your story is through your social media network. Consider it the most important campfire story you'll ever tell! To help you be a champion for those battling cancer, the John Wayne Grit Series team has put together some quick and easy tips for you to grab the social media bull by the horns and use your social network to fundraise!

Step 1: Post the link to your JWGS fundraising web page on your social media

- **Log in to your JWGS personal fundraising page (www.classy.org/sso)**
- **Click** the Facebook and/or Twitter icons on your fundraising page, and it'll automatically open a post window for you.
- **Write** a note and just hit "post!" (The post will automatically include a link to your fundraising page in the post)
- **Option** — if you aren't logged in to your fundraising page, just copy and paste the link to your fundraising page into your social media post (see instructions for how to do this in Instagram below).

Step 2: Social-ize your fundraising and JWGS journey often

- **View** the sample posts below to get ideas for quick and easy posts
- **Customize** the posts, as needed, so they reflect your unique personality and reasons for walking/running to end cancer - tell your story
- **Include** a cancer statistic to get your friends'/followers' attention and we've included some information about the impact of JWCF's programs on johnwayne.org to get you started
- **Get** creative with your posts! Use heartstring-pulling photos of the person/people you are walking/running for, inspiring or fun/funny quotes, photos or videos of your training - the sky's the limit!
- **Post** early and often, starting 2-3 months before your event so your network will be aware of what you are doing and to give them time to donate before your event. And, keep posting — especially as you count down to the final days before the event and on event day!



Step 3: Use our Social Media App pointers

*****Share the link to your fundraising web page in every post*****

Facebook

- Do login to your fundraising page at www.classy.org/sso to access the automatic social media post buttons on your JWGS page. Do not create your own fundraising page on Facebook that is separate from your JWGS personal web page. It could confuse your donors because you'll have 2 different fundraising pages, and you won't get an accurate reading of the amount you have raised to date on your fundraising progress gauge on your JWGS page
- Tag John Wayne Cancer Foundation on Facebook =use hashtag #JOHNWAYNEGRIT

Twitter

- Include photos to make your posts more appealing than text alone
- Tag JWCF's twitter handle @joinjohnwayne so JWCF can repost our favorites
- Use the hashtag #JOHNWAYNEGRIT to connect with all those participating and fighting cancer alongside the Duke

Instagram

- Instagram is an image-driven platform, so be sure to share pictures of your training, your loved ones affected by cancer, and any other fun and inspiring parts of your JWGS journey
- Update your Instagram bio to include a link to your fundraising page
- Include a note in all of your photo captions telling your network they can make a donation by accessing the link found in your bio.
- Tag JWCF's Instagram handle @joinjohnwayne and include the hashtag #JOHNWAYNEGRIT in your photos so we can repost our favorites!

LinkedIn

- Use these sample posts or create your own to reach out to your LinkedIn contacts to garner support too!



Sample Social Media Sample Posts



- See the sample ideas below you can use to get started. Just personalize them and send.
- I'm saddling up for **[EVENT NAME]** on **[DATE]**. My fundraising efforts will go toward John Wayne Cancer Foundation's pioneering cancer research and programs. Together we can fight cancer with Courage, Strength & Grit. Donate on my page today to help me reach my goal by event day **[ADD FUNDRAISING PAGE LINK]**

- I'm nearly there! Thanks to my generous supporters who have helped me on this journey so far. To all of those who are still on the fence, "Hurry it up, we're burning daylight!" Visit my page to donate **[ADD FUNDRAISING PAGE LINK]**

- I'm Fighting Cancer with GRIT. I'm doing my first 5K in honor of my mom who is fighting breast cancer. Join me in the fight by visiting my fundraising page and make a donation today! **[ADD FUNDRAISING PAGE LINK]**

- Thank you **[DONOR'S NAME]** for donating for my **[EVENT NAME]** fundraiser. I'm one step closer to my goal Pilgrim! **[ADD FUNDRAISING PAGE LINK]**

- John Wayne said, "When you stop fighting, that's death." So I've registered for **[EVENT NAME]** to fundraise to end cancer. Visit my page and donate **[ADD FUNDRAISING PAGE LINK]**

- John Wayne said, "Courage is being scared to death and saddling up anyway," which is why I'm fundraising to save lives. Donate today **[ADD FUNDRAISING PAGE LINK]**

- I'm running the John Wayne Grit Series and fundraising for John Wayne Cancer Foundation. Did you know that John Wayne Alumni Fellow researchers and physicians are trained at the highest level and help over 100,000 patients a year? Donate today to help the doctors save more lives! **[ADD FUNDRAISING PAGE LINK]**

- Cancer Stats & Sense of Urgency - Include a key cancer statistic that is important to you to show that your request is urgent. You can find tons of stats online.

- Be Creative – Use your creativity to boost your fundraising and create more awareness.

