

20th ANNUAL

Pink Ribbon Walk & Run

Presented by



MOTHER'S DAY WEEKEND: MAY 7 - MAY 9, 2021!

SOCIAL MEDIA TOOLKIT:

Tips to help YOU spread the word about the Pink Ribbon Walk & Run on your social media pages!

INCLUDE THE LINK

to register for the event:
<https://bccr.org/pink-ribbon-walk-run/>



MAKE AND SHARE A VIDEO

on social media. Film yourself walking or running, and share why you are STILL walking/running this Mother's Day weekend.



CREATE A VIDEO CHALLENGE

– Ask people to video themselves outside walking/running “I’ve been nominated by (person) to take part in the Breast Cancer Coalition Challenge. That’s why I’m walking/running. The Pink Ribbon Walk & Run Mother’s Day Weekend. Register or donate today. I challenge (list name of friends/family).”



INCLUDE HASHTAGS

in your social media posts about the Pink Ribbon Walk & Run:

- #BreastCancerCoalition
- #PinkRibbonWalkRun
- #Virtual
- #GYNcancer
- #WhyIWalk
- #20years
- #BreastCancer
- #MothersDay
- #WhyIRun
- #ROC



TAKE A PHOTO OF YOURSELF

wearing a Pink Ribbon Walk & Run t-shirt from a previous year and post it with a caption “I am STILL walking/running because (share a reason)”



CREATE A FUNDRAISING CHALLENGE

for your own online community. Make a daily or hourly goal to share. Examples:
 10 donations in 10 minutes
 7 donations in 7 days
 (20) \$5 donations in a week



TAG THE BREAST CANCER COALITION

in any and all of your personal promotion on social media



OTHER WAYS TO USE TECHNOLOGY

In addition to social media consider hosting a happy hour on Zoom or the Houseparty app to promote the event.

Here are some key ideas to communicate:

- Anyone, anywhere can be a part of it. Hop on your treadmill. Take a stroll in your neighborhood. Visit a quiet trail. Best part? You have the entire weekend to participate!
- All of the funds raised through this event stay local and allow the Coalition to offer programs and services at no charge to breast and gynecologic cancer survivors.
- Register by April 5th to be guaranteed a t-shirt.

Have other ideas or questions?
 Call (585) 473-8177 email or info@BCCR.org

Thank you for your support!

And, don't forget to **TAKE PHOTOS OF YOU AND YOUR TEAM** walking/running on Mother's Day Weekend that you can post to social media and tag the Breast Cancer Coalition!

