


Mission Focused Fundraising: Social Media Campaign

If you are looking to spice up your fundraising ideas, try out our “Bingo Donation Cards”! This is a fun way to get donations, show your followers how they are making an impact, share the warning signs, and of course thank them for their donations.

Below you will find images to use with directions/tips on how to share them. The focus of this is aimed towards Instagram Story’s, but if you do not have Instagram, or prefer posting on your Facebook, Twitter, or IG page (instead of stories), there is additional information and images that can help with that below as well.

** These are just sample captions/tips. Choose ones that fit YOUR story and YOUR why. Feel free to get creative and make it your own. Include other hashtags, relevant emoji’s, and anything else to get your followers, family, and friends engaged! If you have any additional questions, please email Alli at allison@tedysteam.org.



Donor's Choice!	\$10	\$25	\$54	Donor's Choice!
\$10	\$25	\$54	\$100	\$54
\$25	\$54	\$100	\$54	\$25
\$54	\$100	\$54	\$25	\$10
Donor's Choice!	\$54	\$25	\$10	Donor's Choice!

Help me support Tedy's Team in their mission to fight stroke and heart disease.

T

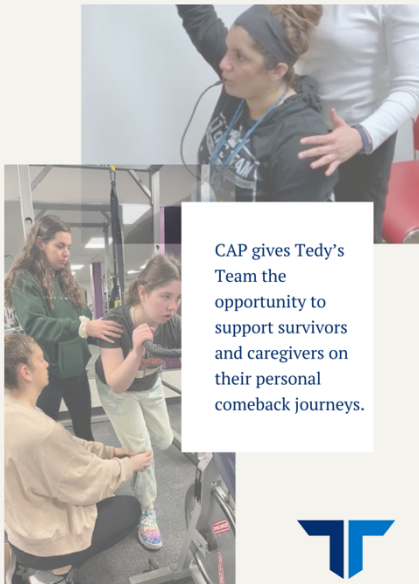
- Post this photo to your IG story
- At the bottom, add your Venmo/PayPal info so your followers know how to send you their donations.
- Tag @TedysTeam, #WeSurviveWeRun, any additional hashtag that you'd like, and/or any emoji/GIF.
- Repost this as you get donations in with the handle of your donor over the donation amount on the board until board is full. ** I would recommend waiting for multiple donations, so you are not over posting.

HOW DOES
YOUR \$\$ MAKE
AN IMPACT??



- If you would like to share more information about where the donation goes, add this to your IG story after you post the “bingo board.”
- Choose any of the “where the money goes” images below to post after this.
- You do not need to use all of them – these are more so to give you options.
- Choose one(s) that will resonate most with your audience/followers.
- Be cautious of over posting. Depending on who follows you, this may be something that makes them skip through.

Comeback Assistance Program 



CAP gives Tedy's Team the opportunity to support survivors and caregivers on their personal comeback journeys.



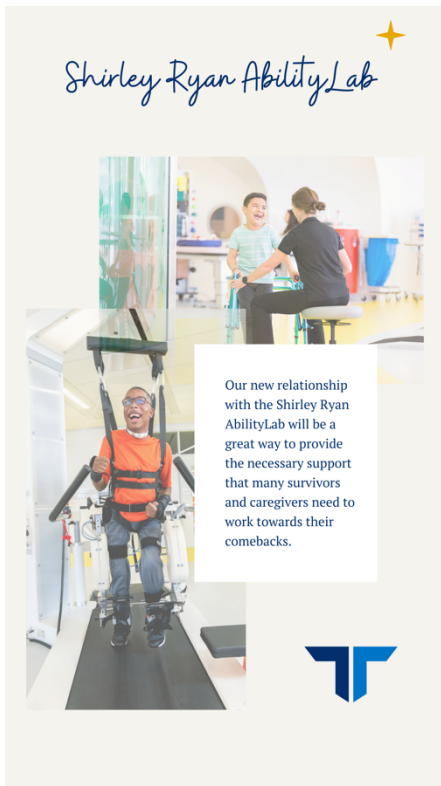
- Post this image to your IG story.
- Tag @TedysTeam, #WeSurviveWeRun, and any additional hashtag you'd like that makes sense.
- Add GIF's that make sense if you'd like to have some fun with it.
- **OPTIONAL:** Link to our [CAP page](#), link to one of the CAP videos on our [YouTube Channel](#), or share one of the CAP videos from Tedy's Team's Instagram account to your IG story so followers can watch directly on the platform.



- Post this image to your IG story.
- Tag @TedysTeam, #WeSurviveWeRun, and any additional hashtag you'd like that makes sense.
- Add GIF's that make sense if you'd like to have some fun with it.
- **OPTIONAL:** Link to our [research doc](#) to your IG story so followers can read more about what research we have funded if they are interested in learning more.



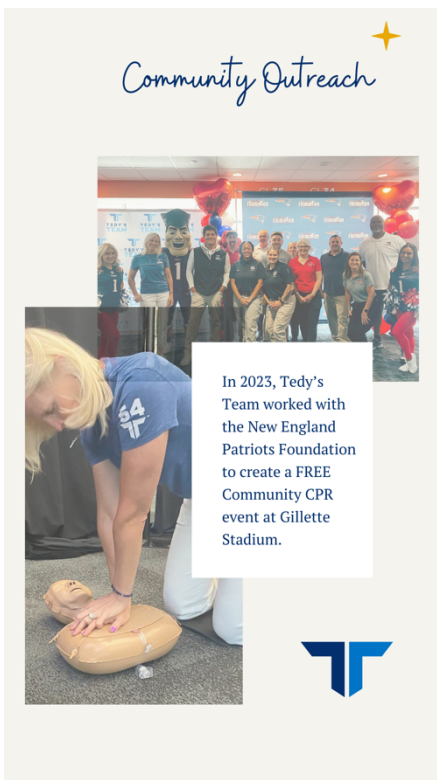
- Post this image to your IG story.
- Tag @TedysTeam, @mghinstitute, #WeSurviveWeRun, and any additional hashtag you'd like that makes sense.
- Add GIF's that make sense if you'd like to have some fun with it.
- **OPTIONAL:** Link to our [COE page](#), link to the COE video on our [YouTube Channel](#), or share the [COE video](#) from Tedy's Team's Instagram account to your IG story so followers can watch directly on the platform.



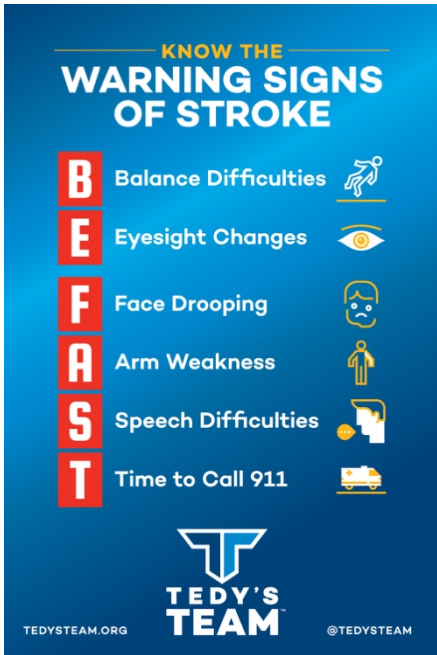
- Post this image to your IG story.
- Tag @TedysTeam, @abilitylab, #WeSurviveWeRun, and any additional hashtag you'd like that makes sense.
- Add GIF's that make sense if you'd like to have some fun with it.
- **OPTIONAL:** Link to our [SRAL blog post](#) for more information or share our [SRAL post](#) from Teddy's Team's Instagram account to your IG story so followers can learn more directly on the platform.



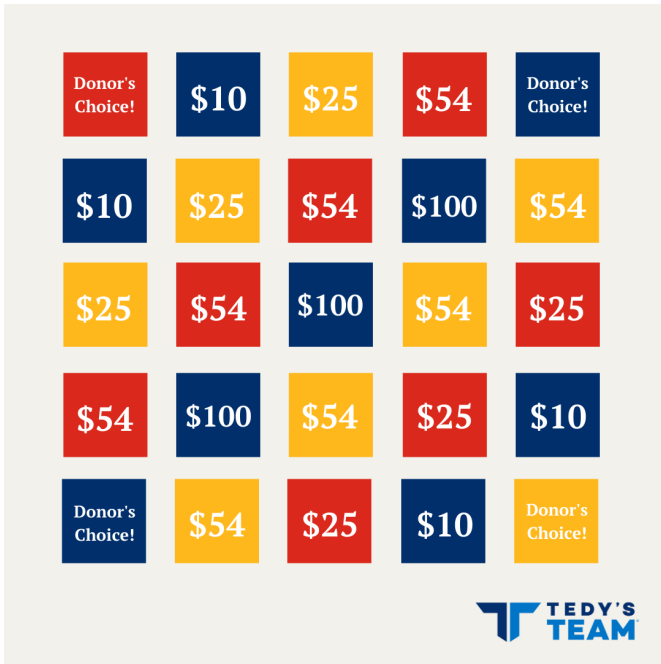
- Post this image to your IG story.
- Tag @TedysTeam, #WeSurviveWeRun, and any additional hashtag you'd like that makes sense.
- Add GIF's that make sense if you'd like to have some fun with it.



- Post this image to your IG story.
- Tag @TedysTeam, #WeSurviveWeRun, and any additional hashtag you'd like that makes sense.
- Add GIF's that make sense if you'd like to have some fun with it.



- Post this image to your IG story to simply just share the warning signs of a stroke after the bingo card.
- Tag @TedysTeam, #WeSurviveWeRun, and any additional hashtag you'd like.
- Add GIF's that make sense if you'd like to have some fun with it.



- Post this to your Facebook page (or IG page) using sample captions below. Feel free to change up the text.
- Tag @TedyTeam, #WeSurviveWeRun, any additional holiday giving/end of year giving hashtag that you'd like.
- “DYK that stroke is a leading cause of serious long-term disability? Please help me support Tedy’s Team in their mission to fight stroke and heart disease. (Insert Venmo/PayPal info) to help me fill up the board!”



- Post this with your board if you'd like to share additional information about where their donations go.
- If you use this image, add to your caption something like: “Your donation helps stroke and heart survivors on their personal comeback journeys through the Comeback Assistance Program. Learn more about this program at tedysteam.org.”
- You can also direct them to our profile/page (@tedysteam) to learn more.

Lifesaving Research



Tedy's Team funds lifesaving research projects around the country.



- Post this with your board if you'd like to share additional information about where their donations go.
- If you use this image, add to your caption: "Your donation helps Tedy's Team fund lifesaving research. Learn more about current and past funded projects at tedysteam.org."
- You can also direct them to our profile/page (@tedysteam) to learn more.

Center of Excellence



The Tedy's Team Center of Excellence in Stroke Recovery improves the quality of life for stroke survivors.



- Post this with your board if you'd like to share additional information about where their donations go.
- **OPTIONAL:** If you add link in bio - Link to our [COE page](#), or link to the COE video on our [YouTube Channel](#).
- Or simply direct them to our profile/page (@tedysteam) to learn more.
- Tag @mghinstitute & @tedysteam

Shirley Ryan AbilityLab ✨



Our new relationship with the Shirley Ryan AbilityLab will be a great way to provide the necessary support that many survivors and caregivers need to work towards their comebacks.



- Post this with your board if you'd like to share additional information about where their donations go.
- **OPTIONAL:** If you add link in bio - Link to our [SRAL blog post](#) for more information, or simply direct them to our profile/page (@tedysteam) to learn more.
- Tag @abilitylab & @tedysteam

Community Outreach ✨



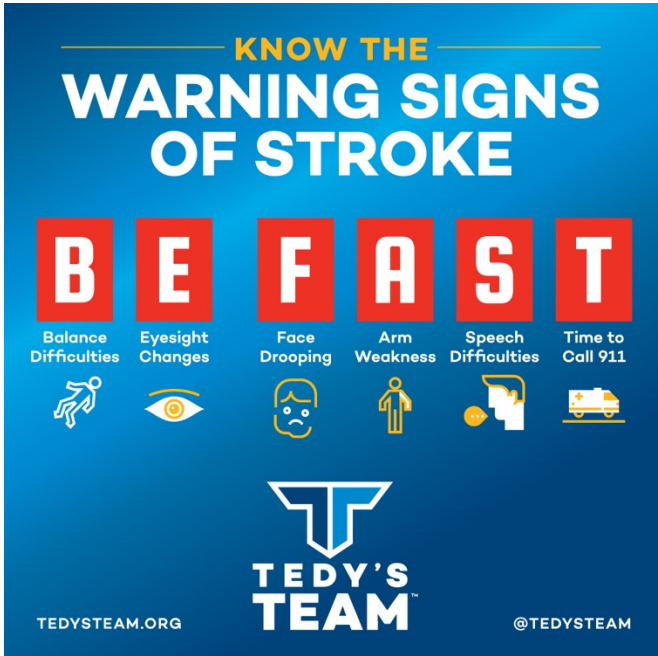
Tedy's Team works hard to get out in the community to spread awareness of the stroke and heart attack warning signs & the importance of living a healthy lifestyle.



- Post this with your board if you'd like to share additional information about where their donations go.
- If you use this image, add to your caption: “Your donation helps Tedy’s Team raise more awareness of the warning signs of stroke and heart attack. Knowing the warning signs can help save more lives.”
- You can also direct them to our profile/page (@tedysteam) to learn more.



- Post this with your board if you'd like to share additional information about where their donations go.
- If you use this image, you can also use the Hands-Only CPR social media image that is on the toolkit.
- You can also direct them to our profile/page (@tedysteam) to learn more



- Post this with your board if you'd like to simply just share the warning signs of stroke.
- If you use this image, add to your caption: "While you are here, take a moment to learn the warning signs of stroke. Knowing them can help save so many lives! Thank you in advance for all of your support!"
- Option to add any emoji's, or hashtags that make sense.

HEART ATTACK WARNING SIGNS

Listen to your body and immediately call 9-1-1 if you recognize any of these common warning signs.



TEDYSTEAM.ORG
@TEDYSTEAM



Chest pain or discomfort in chest



Lightheadedness, nausea, or vomiting



Jaw, neck or back pain



Discomfort or pain in arm or shoulder



Shortness of breath

- Post this with your board if you'd like to simply just share the warning signs of stroke.
- If you use this image, add to your caption: "While you are here, take a moment to learn the warning signs of a heart attack. Knowing them can help save so many lives! Thank you in advance for all of your support!"
- Option to add any emoji's, or hashtags that make sense.