**Social Media Fundraising for NYC Runners**

When fundraising on social media, it is a great idea to share your personal story, your training journey, and provide updates along the way. Take photos with your stroke or heart hero, selfies during a training run, etc. The more personal you can make your posts, the better.

Add the link to your fundraising page to your profile, so that even if you don’t ask for donations in every post your followers can still access it.

Tag @TedysTeam and @NYCMarathon. Use the hashtags: #WeSurviveWeRun and #TCSNYCMarathon.

Below are some sample messages that you can look at to get an idea for how to share your story and journey with others on social. Feel free to use them as a jumping off point, copy and paste them, or create your own. \*\*Highlighted portions are meant to be changed to fit your personal story.

If you have any questions, feel free to reach out to [allison@tedysteam.org](mailto:allison@tedysteam.org).

**Sample Messaging**:

* This November, I will be joining @TedysTeam for the 2023 @NYCMarathon! Tedy’s Team is a non-profit that raises money and awareness for stroke and heart disease. As some of you may know, (INPUT PERSONAL CONNECTION). I am excited to run in his/her honor/memory. Visit the link in my bio to help me in my fundraising efforts. #WeSurviveWeRun #TCSNYCMarathon
* Two months to go until I hit the streets of NYC with @TedysTeam for the TCS New York City Marathon! There’s still time to support my fundraising efforts – every dollar counts! #WeSurviveWeRun #TCSNYCMarathon
* Just finished my 16-mile training run for the @NYCMarathon! I am raising funds for @TedysTeam and would greatly appreciate your support! Donate today at the link in my bio. #WeSurviveWeRun #TCSNYCMarathon
* Today is my final training run before I take on the @NYCMarathon with @TedysTeam! Huge thank you to all of you who have supported me along the way, I truly appreciate it! Next stop – NYC! #WeSurviveWeRun #TCSNYCMarathon