



MANNA MARCH 2020 WALK FOR HUNGER

Social Media Tool

(Facebook, Instagram, Twitter, LinkedIn, etc.)

Use these tips and sample social posts to inspire your family and friends to join your team or ask for donations. Include the link to your personal or team fundraising page to make it easy for everyone to donate.

- **Announce!** that you are participating in Feed My People's Manna March Walk for Hunger, share why this walk is important/personal to you and ask for support. Announce your fundraising goal and include the link to your page where they can donate to your virtual walk.
- **Updates!** Make sure to share at least **two updates** with followers. Don't forget to say thank you and let people know how close you are to your goal.
- **Share the fun throughout the month of September!** Post about your experience using words and photos/videos of your virtual walk. Have fun with your walk, whether it is solo or with family and friends who are social distancing.
- **Celebrate your goal!** You and your followers have come together to help make a difference for so many children and families in need. We couldn't do it without you!

#ImWalkingFor

Many Manna March Walk for Hunger participants join in because of the impact Feed My People has had on their life or the life of someone they know. Use social media and our #ImWalkingFor campaign to tell everyone exactly why you have chosen to support our clients and families. [Click here](#) to view our #ImWalkingFor printable sign. Fill in your name, then take a selfie and use with your social media posts.

Hashtags (Tagging)

In addition to #ImWalkingFor, use #FeedingtheHungry and #WipeOutHunger to connect with other fundraisers and bring awareness to the Manna March Walk for Hunger. Add these hashtags to any of your social media posts.



MANNA MARCH 2020 WALK FOR HUNGER

Post Regular Updates

Be sure you keep everyone in the loop on your progress. You can be posting progress updates, saying thank you, or even sharing [stories](#) from our FMP clients and volunteers.

Sample Posts for Facebook & Instagram

Not sure where you want to begin? Getting started is as easy as copying and pasting one of the messages below. Don't forget to provide a link to your individual or team fundraising page and to upload photos or videos to help tell the whole story. While these posts can help you get started, remember that your own words will resonate more with your followers, and will likely result in more donations.

Before the Event

- I'm fundraising to support Feed My People as part of the Manna March Walk for Hunger. Each year, #FeedMyPeople provides hope and food to over 44,000 persons. Please help me reach my fundraising goal of [\$xx] at [Fundraising Page Link] #WipeOutHunger.
- [Team Name] is coming together this year to support Feed My People through the Manna March Walk for Hunger. You can help today by joining our team or making a gift to support those struggling with food insecurity. [Team Page Link]

During the Month of September

- Manna March Walk for Hunger runs throughout September and I am only [\$xx] from my goal. You can help me have a fantastic finish by donating today! Remember all donations are supporting the incredible work that happens every day at Feed My People. [Fundraising Page Link]
- [Team Name] will be walking throughout this month to celebrate the Manna March Walk for Hunger and Feed My People. Please consider making a donation to support the great work that Feed My People does in our community. Every dollar counts when it comes to making sure our neighbors in need get the extra food help that they need. [Team Page Link]

After the Event





MANNA MARCH 2020 WALK FOR HUNGER

- Thank you to everyone who supported my Manna March Walk for Hunger fundraiser for Feed My People. Everyone deserves to have enough food and never face going to bed hungry. Your support means that Feed My People can continue to provide hope to the families in need that they serve. Thank you!