

.5k Fundraising Toolkit

SAMPLE POSTS, EMAILS, AND MORE



The equitable breast health education charity



FACEBOOK

Getting Started

- **Let's get connected:** We would love to get connected on Facebook where you can share all your fantastic supporter updates with us. You can find us at facebook.com/knowyourlemons
- **Please like our page** to stay updated with all our activity and updates.
- **Tag us:** We want to make sure we can see your posts about us, so remember to tag @knowyourlemons so we can keep updated with your wonderful fundraising efforts. If you don't tag us, we won't be able to see what you have posted.
- **Get involved** in the conversations on our page by liking or commenting on our posts. Our community on Facebook are amazing and often share how they are supporting Know Your Lemons.



Promoting Your Event

- **If you're having a fundraising day or evening**, it's really easy to set up an event on Facebook so you can invite all your friends and family. They can then share the post amongst their friends to get everyone talking about it. Here is a [how to guide for creating a facebook event](#).
- **Tag / @** other people who will be attending / helping you to organize as they'll get notified and are likely to share it.
- **Be personal in your tone.** Write the post like you would any of your other Facebook posts, as your friends will then be more likely to engage with you. When adding Facebook posts about your fundraising event, tag @knowyourlemons so that your friends can click through to our page. Post information about your fundraising event on your Facebook page and tag any media who has covered your story/event, so that fans of these pages can see what you're trying to achieve and support you accordingly.





- **It is always a good idea** to include an appropriate photograph or image when you upload a post in order to generate more interest.
- **Use relevant hashtags.** Please include the hashtags #knowyourlemons and #lemonfunrun for others to easily find your event and see all the fun you had.



Your Social Media Account

Join us for the #KnowYourLemons .5k! Raising money and awareness for #breastcancer has never been more fun. Saturday October 1, 2022 at 10:00 a.m. Great for all ages and abilities! Register at our link in bio.
#breastcancerawareness #YourCompanyHashtag #running #KnowYourLemonsRun



Liked by Jane Doe and others





Twitter

Getting Started

- **Make sure to follow us** on Twitter at twitter.com/knowyourlemons to get connected with us
- **Retweet** any relevant content from the Know Your Lemons Twitter account
- **Engage** with other Twitter users by liking, commenting, or retweeting
- **Mention us @knowyourlemons** in your tweets so your followers know exactly who you are supporting



Promoting Your Event

- **There is a 280 character limit** in each tweet including spaces. So keep your posts simple and to the point.
- **If you are sharing URLs** in your tweet, any URL you add will be altered to 23 characters.
- **If you want to post a longer tweet**, you can do this with a tweet thread. Simply click the + sign which you can find next to the tweet button when creating a tweet. By creating a tweet thread, you are grouping your tweets together.
- **Use good quality** and relevant images and videos to make your tweets more engaging.
- **In your caption**, include the hashtags #knowyourlemons and #lemonfunrun for others to easily find your event and see all the fun you had.





- **To encourage others to sign-up** or get involved with your event, make your tweet action-orientated, using language such as ‘learn more’, ‘find out more’ or ‘sign up’. If you want to encourage engagement from your tweets, try asking your audience questions, or doing a poll.
- **Add relevant hashtags** if you have space to increase visibility of your tweet. Please include the hashtags #knowyourlemons and #lemonfunrun for others to easily find your event and see all the fun you had.
- **Find local businesses and relevant influencers** on Twitter that might be interested in your event and may want to support you. You can @ them to directly tell them about the event. You don’t want to come across as spam, so only tag them once per post.





Instagram

Getting Started

- **Get connected** with us on Instagram by following us [@knowyourlemons](https://www.instagram.com/knowyourlemons)
- **Head to our profile** and make sure you have turned our post notifications ON. This will ensure you see all our posts and updates. To turn post notifications on, click 'following' on our profile, select 'notifications' and switch your preferences on.
- **Posting on your story** is a great way to reach your followers. Your post on stories will last 24 hours on your page and is a great way to give quick updates and engage with your followers. You can create a story via your profile image at the top left side on your homepage.
- **Tag @knowyourlemons** in any relevant posts or stories so we can follow your event activity. This will also tell your followers who you are supporting.
- **If you have a website** where people can find out more about your event, put that link in your bio on your profile page. Note: Links on Instagram are not clickable in posts or comments.



Promoting Your Event

- **You can post** a single picture, video or a carousel (swipe post) which allows you to select up to 10 pictures/videos per post.
- **Play around with stories** and see what you can do! There are all kinds of features such as a countdown to your event, live streaming, create and much more.
- **Try not to over filter** your pictures and videos. Good quality and clear photos are the best and it makes them more useable by others.
- **Use relevant hashtags** in your posts. Before you use the hashtag you can always search it on Instagram to check if the hashtag is active and relevant. Please include the hashtags #knowyourlemons and #lemonfunrun for others to easily find your event and see all the fun you had.
- **If relevant, tag locations** and areas so people browsing that area can see your posts. Engage with relevant users by liking, commenting and following others, and promoting your event where appropriate.





Print and Broadcast Media

Getting Started

- **Make a list** of local media outlets you would like to invite to your event. Not all outlets report on the same things, so make sure your list makes sense before reaching out to them. Once you've made your outlet list, research specific reporters within those outlets that you will send your email pitch to. Look for reporters who have covered health topics, breast cancer, or local events in the past.
- **Highlight the visual content** that will be shared at the event - reporters open pitches that talk about visual content at much higher rates than non-visual pitches.
- **Reach out to media early, efficiently, and more than once.** Reporters are busy and receive an influx of email pitches on a daily basis. Make sure your pitch is succinct, and try to proactively answer any questions so they don't have to follow up.
- **Appeal to their emotions.** You are already doing an amazing thing, working to raise money so everyone has a chance for early breast cancer diagnosis. But sharing your 'why' is important, so don't be afraid to show your emotions and tell your story.



For Your Event

- **Make the media feel like VIP.** Be ready to greet the media when they arrive and connect them with the correct spokesperson for the event.
- **Speaking of spokesperson...** make sure that the media can get all the information they need to write a compelling story. Your spokesperson should be ready to have meaningful on-site interviews who can answer questions about your event, the mission, and the work that the Know Your Lemons Foundation does.
- **Check in before they leave.** Do your due diligence and make sure to connect with the media outlets before they leave to ensure they have all of the information they need for the story.
- **After your event** make sure to reach out to any media you contacted who weren't able to attend. Just because they didn't attend, doesn't mean they won't cover the story. Follow up with every outlet you sent an invitation to and be sure to include assets like photos, videos, and fact sheets.





Sample Posts and Media Pitches

Sample Posts

For announcing your event:

DRUM ROLL PLEASE!! Introducing [name of your town]'s first ever Know Your Lemons .5k race! All are welcome to raise awareness for early detection of breast cancer by signing up to participate in this 900 step race. Fun for all ages and abilities. Mark your calendars for [Date & Time of race]. Located at [location for start of race], the event will go from [start-finish times] and participants can start the race whenever they would like in that time frame. Know Your Lemons educational material, refreshing lemonade, and good times to be provided. Don't miss out! Sign up through this link: (or say link in bio for instagram and paste the link to your sign up page in your instagram bio). #KnowYourLemons #LemonFunRun

For businesses to sponsor your event:

Let's work together to build a healthier and better educated community! [Your town's name] will be holding its first ever Know Your Lemons .5k race to raise awareness for early detection for breast cancer. If your business or the business you work for is interested in supporting [town's name]'s health, let's work together. Comment to show your interest below and I will reach out shortly. Or tag a business you think would be perfect in supporting the cause. #KnowYourLemons #LemonFunRun

For individuals to help you fundraise:

I'm running in a .5k race to raise money for the Know Your Lemons Foundation. Early detection is still the best tool we have for ensuring higher breast cancer survival rates. Know Your Lemons has found an approachable and engaging way to teach about breast health so more people can find their cancer and find it early. My goal is to raise \$[enter goal here] which will help educate [enter same number as goal] people around the world. Will you donate \$25 (or more!) to help make a meaningful impact for breast cancer awareness? You can donate to my fundraiser here - (include your personal fundraising link)



Sample Posts

For announcing your event:

On [date of race] from [time range of event] [name of city] will host its very first #KnowYourLemons .5K race, located at [location of race]. All ages and abilities are welcome to raise awareness for early detection of breast cancer. For more info and to sign up go to: [Provide link to sign up page] #LemonFunRun

For businesses to sponsor your event:

Hello [city name] businesses! I am hosting [city name]'s first ever #KnowYourLemons .5k race to raise awareness for early detection of breast cancer. Let's work together to help our community build healthier lives! Like and message me for more info.
#LemonFunRun

For individuals to help you fundraise:

I'm running in the #KnowYourLemons .5k race to raise money for early detection of breast cancer. My goal is to raise \$500 to help educate 500 people. Help make a meaningful impact for breast cancer awareness by donating \$25 (or more!) through this link:

Email Pitch Sample

Subject Line: Visual Content for Breast Cancer Awareness does more than Pink Ribbons

Email Body:

Hi (reporter's name),

I have a story with a **local angle** with great **visual content** to share with you for **Breast Cancer Awareness Month**.

We've teamed up with the leading charity for equitable breast cancer education, the Know Your Lemons Foundation. The pink ribbons are out. Providing people with engaging education for early detection is what truly makes an impact for breast cancer survival rates.

We're supporting this educational initiative with an inclusive event on (xx date), the KYL .5k - that's right, it's a *point* 5k, which means everyone can be involved! We will have a ton of educational visual content like the Know Your Lemons 12 signs of breast cancer at the event and have a goal of raising (\$xx) to support the Know Your Lemons educational initiatives which span across the globe.

I can connect you with the CEO of Know Your Lemons for interviews as well as a representative from our group. Let me know if you'd like to set something up this month or come out on the day of the event. I can also provide you with some pictures, videos, and more - just let me know what you need!

I look forward to hearing from you,
Your name



**Thank You
For Your Support!**



We're here to help - contact irene@knowyourlemons.org if you have questions.