

# Social Media Resources

**Be proud of your efforts!** Spread the word about your personal dedication to the cause on your social media channels. Connect your social networks with your current fundraising and invite friends and followers to donate, cheer you on, or join you on event day.

Below are a few sample social media posts and images for you to share. Copy/Paste and Edit to make your message unique. Remember, these are just suggestions and we encourage you to personalize the message by letting people know why the Foundation's mission is important to you. **Be sure to tag @michaeljfoxorg on Twitter and Instagram, and @michaeljfoxfoundation on Facebook and use the event hashtags #OutrunPD #GoTeamFox for a chance to be featured on our social channels on race day.**

## Sample Social Posts:

Remember to include the URL to your fundraising page by copying and pasting them into your social posts as a way to get your community engaged.

### Twitter

- I'm participating in @michaeljfoxorg's Chicago-land Run/Walk to find a cure for #Parkinsons disease. Join me on my journey. #OutrunPD #GoTeamFox
- I committed to @michaeljfoxorg's Chicago-land Run/Walk because I want to help speed a cure for #Parkinsons. Join me today and together, we can outrun Parkinson's disease. #OutrunPD #GoTeamFox
- [I'm running/walking/cheering] in The Michael J. Fox Foundation's Chicago-land Run/Walk to help speed a cure for #Parkinsons. Please consider a contribution to my fundraising efforts to support PD research. Together, we can #OutrunPD.
- Help move a cure for #Parkinsons over the finish line by joining me at @michaeljfoxorg's Chicago-land Run/Walk on Sunday, February 5.
- It's time to put an end to #Parkinsons disease. Join me for @michaeljfoxorg's Chicago-land Run/Walk. Let's #OutrunPD

### Facebook & Instagram

- Be a part of the journey to speed a cure for Parkinson's. Grab your friends and family to #OutrunPD for The Michael J. Fox Foundation's Chicago-land Run/Walk.
- Join me and The Michael J. Fox Foundation as we make strides for Parkinson's research through the Chicago-land Run/Walk. [INSERT YOUR FUNDRAISING PAGE LINK].
- Help me #OutrunPD Make a real difference in the lives of those with Parkinson's with The Michael J. Fox Foundation in their Chicago-land Run/Walk today.
- Trot to support a cure for Parkinson's with The Michael J. Fox Foundation in their Chicago-land Run/Walk. Together we can #OutrunPD
- Worldwide, it is estimated that more than 6 million people live with Parkinson's disease. Join The Michael J. Fox Foundation's Chicago-land Run/Walk as we work toward finding a cure.
- Join me in leading the way to a cure for Parkinson's by inviting your friends, family or coworkers to take part in The Michael J. Fox Foundation's Chicago-land Run/Walk. [INSERT YOUR FUNDRAISING PAGE LINK]

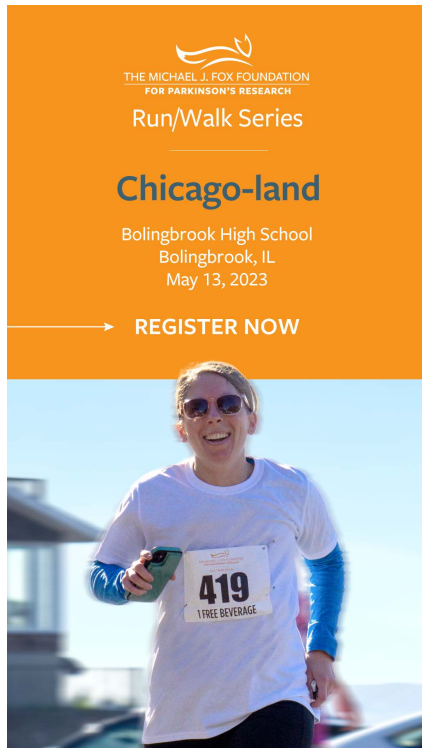
## Shareable Social Media Graphics:

### Profile & Cover Photos

#### Facebook & Instagram

Use these banner images to share with your community that you are participating and fundraising for Parkinson's research.

**CLICK HERE TO DOWNLOAD IMAGES**



## Fundraising Grids

### Facebook & Instagram

Post these fundraising grids to your Facebook or Instagram story to solicit donations from your followers. Grab their attention by making this grid interactive. Once you receive a donation, repost the grid, cross off that donation amount and then tag the person who donated to you.

**CLICK HERE TO DOWNLOAD IMAGES**

**2023 Los Angeles Run/Walk**

Help me contribute to a future without Parkinson's

\$10 \$50 \$25

\$100 \$75 \$15

Donate

THE MICHAEL J. FOX FOUNDATION  
FOR PARKINSON'S RESEARCH  
Run/Walk Series

This fundraising grid features a dark orange background. At the top, it reads '2023 Los Angeles Run/Walk' in bold white text. Below that, the text 'Help me contribute to a future without Parkinson's' is centered. There are two rows of three circular buttons each. The top row contains buttons for \$10 (dark blue), \$50 (white), and \$25 (dark blue). The bottom row contains buttons for \$100 (white), \$75 (dark blue), and \$15 (white). At the bottom of the grid is a white rounded rectangle with the word 'Donate' in dark blue.

Help me contribute to a future without Parkinson's

\$10 \$50 \$25

\$100 \$75 \$15

Donate

Los Angeles Run/Walk

#outrunPD

THE MICHAEL J. FOX FOUNDATION  
FOR PARKINSON'S RESEARCH  
Run/Walk Series

This fundraising grid features a dark orange background. At the top, it reads 'Help me contribute to a future without Parkinson's' in white text. There are two rows of three circular buttons each. The top row contains buttons for \$10 (dark blue), \$50 (white), and \$25 (dark blue). The bottom row contains buttons for \$100 (white), \$75 (dark blue), and \$15 (white). At the bottom of the grid is a white rounded rectangle with the word 'Donate' in dark blue. Below the grid, on a white background, is the text 'Los Angeles Run/Walk' and '#outrunPD' in dark blue. To the right is the logo for 'THE MICHAEL J. FOX FOUNDATION FOR PARKINSON'S RESEARCH' with 'Run/Walk Series' underneath.

For more information, contact [runwalk@michaeljfox.org](mailto:runwalk@michaeljfox.org)