



Global Messenger Talking Points for Fundraising

Fundraising Talking Points

Why fundraise?

- Special Olympics Pennsylvania is leading the revolution to build more inclusive communities to ensure full acceptance for people with intellectual disabilities. You can join us in making the world a kinder place for everyone!
- Special Olympics Pennsylvania provides year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities – as well as health screenings and leadership opportunities.
- All programming, training and competitions are provided free of charge to the athletes and their families, enabling everyone to experience the benefits of Special Olympics that extend well beyond the playing field.
- Fundraising by the numbers:
 - It costs \$1,000 to fund ONE athlete for one year
 - It costs \$200 to provide free sports training and competition to ONE athlete
 - Its costs \$125 to give ONE athlete access to our leadership trainings and opportunities
 - Its costs \$250 to give ONE athlete potentially lifesaving and changing health screenings
- Global messengers should talk about their own SOPA experiences and opportunities that they might not have gotten without donors (examples: travelling to competition, health screening, Athlete Leadership University, etc.)

How to donate/fundraise?

- There are many ways to make a gift to Special Olympics Pennsylvania and change the life of an athlete in your community.
 - You can participate in a special fundraising event like our Polar Plunges, Beaver Stadium Run, Golf Outings and more
 - You can opt-in to workplace giving
 - Double or triple your tax-deductible donation to Special Olympics Pennsylvania through your company's matching gifts program. Thousands of companies match charitable contributions made by their employees.
 - And much more – visit SpecialOlympicsPA.org and click Donate Now to learn how you can support athletes like me!

Social Media Posting Tips & Tricks

- Use images that are connected to your mission and/or message. Make sure the image portrays whatever fundraiser you're promoting, people you're referencing, Special Olympics Pennsylvania's core value you're focusing on, etc.
- If using a graphic for your post, it should not be cluttered or dull-colored. Text should be large and easy to read.
- Captions should be clear and concise. Although they're straight to the point, add humor, spirit and anecdotes.
 - Tell people your story! People love learning about people, especially your experience with Special Olympics Pennsylvania.
- Utilize hashtags and emojis. Hashtags spread awareness to other accounts, so use whatever is specific to the event/fundraiser; emojis add personality.
 - Ex.: #Fundraising, #InclusionRevolution, #GenerationUnified, #LocalFundraiser
 - Hashtags with more than one word should be capitalized. People who are using text-to-speech software will be able to hear these hashtags.
- If you are posting about fundraisers frequently, make posts consistent! Consistency will be shown on more feeds and have a farther reach.
- If you have a link to a fundraiser, either include the link in the post (Facebook, Twitter) or add the link to your profile's bio (Instagram).
- Share posts to Instagram and Facebook stories to encourage your followers to share as well.

Social Media Example Posts:

- **ATHLETE INSTAGRAM EXAMPLE #1**

“Special Olympics Pennsylvania is dedicated to inclusivity. We’re on a mission to make the world a kinder and brighter place. 🌍

I know I’m ready to make a change. 🙋

To be a part of our journey, click the link in my bio and donate to our today! 🏆

#Fundraiser #SpecialOlympicsPennsylvania #GenerationUnified
#InclusionRevolution”

- **ATHLETE INSTAGRAM EXAMPLE #2**

“When I joined Special Olympics Pennsylvania, _____ (share your athlete story here, what you’ve learned from the organization or your favorite thing about competing!).

Through fundraising, athletes like me can compete in a sport they love, meet fellow athletes, travel to new places and more! 🏆

To learn more about Special Olympics Pennsylvania, click the link in my bio and see how you can support an athlete and join the #InclusionRevolution 🏆”

- **ATHLETE FACEBOOK EXAMPLE**

💡 #DYK: Special Olympics Pennsylvania is the world’s largest public health organization for individuals with intellectual disabilities.

Not only does Special Olympics Pennsylvania provide athletic competitions, but athletes also have access to [7] free health screenings! My favorite health screening I’ve done is _____ (name favorite screening and why; what made it your favorite!).

With the help of fundraising support, athletes have the opportunity to utilize these free resources. To join the healthy movement, check out our fundraising options here [→]:

<https://specialolympicspa.org/>

#Fundraiser #SpecialOlympicsPennsylvania #GenerationUnified
#InclusionRevolution”

- **FUNDRAISER EVENT FACEBOOK EXAMPLE**

“In just 10 days I’ll be attending my favorite event, the Beaver Stadium Run! Will I see you running with me at University Park? 🏃

In 2023, more than 3,500 runners and walkers of all ages and abilities participated raising more than \$448,000 for Special Olympics Pennsylvania athletes! 🧑🏻‍🦧

To register for the Beaver Stadium Run, visit the link here 📄:

<https://specialolympicspa.org/events/beaver-stadium-run> “

You can even add your favorite Beaver Stadium Run memory (whatever event you’re posting about)!