



**PLEASE JOIN US**  
FOR SOME S'MORES AND FUN ACTIVITIES

# **Social Media Tool Kit**



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The Canaccord Genuity Great Camp Adventure Walk: Tool Kit

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Please feel free to use this document as a guideline as you reach out to your communities online to promote the Canaccord Genuity Great Camp Adventure Walk to benefit SickKids. We are providing you with visual assets, pre-written posts to get you started, as well as some key messages and tips.

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CANACCORD Genuity  
**THE GREAT CAMP  
ADVENTURE WALK**  
SickKids

PRESENTED BY  
**SPORTCHEK**

**TOGETHER WE WALK  
FOR HEALTHIER KIDS**



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## Key Messages

- The Canaccord Genuity Great Camp Adventure Walk to benefit SickKids takes place on September 27. It's a full day of adventure where the whole family can challenge themselves to walk 5, 10, 15 or 20 kilometres, with stops at fun-filled campsites along the way.
- Over the course of one day, more than a thousand walkers — young and young at heart — will take to the streets of downtown Toronto, united in a common goal of supporting SickKids and helping to improve children's health.
- Everyone is welcome to join us at the Great Camp Adventure Walk and your participation makes a big difference. It's a full day of fun designed with something for everyone, all in the spirit of raising funds and healthier kids.
- In 2013, the inaugural year, thanks to the generous support of the community and more than 1,300 participants, more than \$1.3 million was raised for SickKids. This year we can accomplish even more!
- Your fundraising efforts will support the Possibilities Fund at The Hospital for Sick Children, dedicated to improving the health of children. The SickKids mission is to provide the best in family-centred, compassionate care, to lead in scientific and clinical advancement, and to prepare the next generation of leaders in child health.
- For more information call (416)445-3377 or visit [WalkforSickKids.ca](http://WalkforSickKids.ca).



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## Tips

# Social Media

- **Insert yourself/your organization and be personal**
  - Do you have a personal connection to the cause?
  - How are you or your organization getting involved?
- **Twitter**
  - Use hashtag #WalkforSickKids
  - Keep it short and tight
  - Link to more information (registration page, Training & Tips, etc.)
  - Post frequently as messages only stay top-of-mind for a short period of time
- **Facebook**
  - Use an image where you can
  - Link to more information (registration page, Training & Tips, etc.)



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## Posts

# Facebook

### Participants

- I believe in kids having time to play. I believe in laughter, fun and sharing family time. That's why we're going to walk in the Canaccord Genuity Great Camp Adventure Walk to benefit SickKids on September 27. Join us! Register at [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca) or call 416-445-3377. #WalkforSickKids
- I believe in a future where every child is healthy. If you agree, join me for a day of FUN on September 27 for the Canaccord Genuity Great Camp Adventure Walk to benefit SickKids! For more information, visit [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca) #WalkforSickKids
- I just registered as {Jr. Camp Crew/Camp Crew} for the Canaccord Genuity Great Camp Adventure Walk! I know that my help on September 27 will make a difference, plus it's FUN! Join me! [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca) #WalkforSickKids
- I {or my family} just registered for the Canaccord Genuity Great Camp Adventure Walk to benefit SickKids on September 27 and you should too! Join {my/our} team {team name} for a FUN-filled day, all in the spirit of raising funds and healthier kids. [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca) #WalkforSickKids
- Bring your family, bring your shoes and bring your excitement because we're getting ready for the adventure of the year! Join us on September 27 for The Great Camp Adventure Walk and together we'll walk for healthier children. [www.walkforsickkids.ca](http://www.walkforsickkids.ca) #WalkforSickKids



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## The Canaccord Genuity Great Camp Adventure Walk: Tool Kit

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### Posts

# Facebook

#### Donate

- I believe in a future where every kid is healthy. I believe in the Canaccord Genuity Great Camp Adventure Walk to benefit SickKids. Please support my goal to improve children's health. {personal page URL} #WalkforSickKids
- Our family is united in a common goal of supporting SickKids and helping to improve children's health by participating in the Canaccord Genuity Great Camp Adventure Walk. Please donate to our team here: {Team page URL} #WalkforSickKids
- My company {insert name} is participating in the Canaccord Genuity Great Camp Adventure Walk and we're raising money to support SickKids. Please support us and donate {personal or team URL} #WalkforSickKids

#### Corporate Partners

- We are a proud supporter of the Canaccord Genuity Great Camp Adventure Walk to benefit SickKids. Join us on September 27, and together we'll walk for healthier kids. [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca) #WalkforSickKids
- As a proud supporter of the Canaccord Genuity Great Camp Adventure Walk, {proceeds/percentage} from the sale of {product} will benefit SickKids to help improve children's health. [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca) #WalkforSickKids



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## Tweets

# Twitter

### Personal

- Join me on September 27 and together we'll #WalkforSickKids. Learn more at [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca).
- The more people join us, the bigger impact we can make on kids' health! Join my team & register at {team URL}. #WalkforSickKids
- I believe in a future where every child is healthy. If you agree, join me on Sept 27 & #WalkforSickKids. [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca)

### Donate

- My family is walking in the #WalkforSickKids. We are challenging ourselves to walk {5/10/15/20} km & raise \${XX}. Please donate. {personal/team URL}
- I'm doing the #WalkforSickKids and need your support. Let's improve kids' health! Please donate to my walk. {personal page URL}

### Corporate

- We are proud to be supporting #WalkforSickKids on September 27. Watch for us on the route and don't forget to say hi! #WalkforSickKids
- Our goal at {company name} is to make a BIG difference in kids' health. Join us on September 27 and #WalkforSickKids. [www.WalkforSickKids.ca](http://www.WalkforSickKids.ca)





SickKids Foundation

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[www.sickkidsfoundation.com](http://www.sickkidsfoundation.com)