



DOWN FOR THE CHALLENGE

Presented By



CELEBRATING FIVE YEARS

Fighting homelessness. Rappelling for a cause.

SOCIAL MEDIA TOOLKIT

Social media is a great tool that you can use to ask for support as you prepare to go *Down for the Challenge*. In this toolkit, you will find tips, captions, and graphics to make fundraising and recruitment on social media a breeze!

TIPS + BEST PRACTICES

- Include your personal fundraising link in all of your posts so it's super easy for friends and family to donate directly to you.
- Get creative! Your own photos and videos of past rappellers are likely to get the most buzz on social media.
- Have a personal story? Share it with your followers and let them know why you are Down for the Challenge.
- Make sure you're following the Salvation Army North accounts, and tag us whenever you post on social media!



[SalvationArmyNorth](#)



[@SalArmyNorth](#)



[@SalArmyNorth](#)

[DownForTheChallenge.com](#)



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FACEBOOK

Facebook is the perfect place to showcase your entire fundraising journey! It's easy to share photos, videos, and links, and you can encourage family and friends to share your *Down for the Challenge* posts. **Important reminder: Don't create a Facebook Fundraiser! That money will not count toward your fundraising total.**

COPY + PASTE FACEBOOK CAPTIONS BELOW:

For Fundraising

It's that time of year again. Time to go *Down for the Challenge* for The Salvation Army! I'll be rappelling down 14 stories on July 26, all to support homelessness across the Twin Cites! Consider making a donation on my personal fundraising page: **[insert personal link]**

I'm rappelling for to fight homelessness on July 26! Please consider making a donation on my personal fundraising page to help me earn awesome incentives and support The Salvation Army: **[insert personal link]**

For Recruitment

I'm rappelling this year, and you should too! Join me at the Omni Viking Lakes Hotel on July 26! Use the referral link on my fundraising page to sign up: **[insert personal link]**

Rappelling is more fun with friends. ❤️ Join my *Down for the Challenge* team at Omni Viking Lakes Hotel on July 26!

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INSTAGRAM

Use Instagram to share photos and videos of your rappelling experience. From registration to fundraising to documenting the big day, your followers will love your rappelling updates! Be sure to update the link in your Instagram bio with your personal fundraising page.

COPY + PASTE INSTAGRAM CAPTIONS BELOW:

For Fundraising

I'll be rappelling for a reason at *Down for the Challenge* on July 26, and I would love your support! Donate to fight homelessness across the Twin Cities at the link in my bio. #DFTC #DownfortheChallenge

I'm so excited to share that I'm rappelling to fight homelessness on July 26. That's right, I'm *Down for the Challenge*, and I would love your support! Donate to support @SalArmyNorth mission of fighting homelessness at the link in my bio. #DFTC #DownfortheChallenge

For Recruitment

This summer, I've decided to rappel down and support @SalArmyNorth for *Down for the Challenge*! Consider this post your official invitation to join me! Register today at [insert personal link]. #DFTC #YouDown #DownfortheChallenge

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X (TWITTER)

X is a good place to share quick updates and engage in conversation with your followers. Try starting a conversation about why you support The Salvation Army or encourage people to retweet your call for donations! Don't forget links and hashtags!

COPY + PASTE INSTAGRAM CAPTIONS BELOW:

For Fundraising

If you haven't already heard, I'm *Down for the Challenge* on July 26 at the Omni Viking Lakes Hotel! Please support me and @SalArmyNorth by donating to my fundraising page: **[insert personal link]** #DFTC

Help fight homelessness across the Twin Cities by donating to my fundraising page. Together, we can make our great state a better place to live for all! Donate: **[insert personal link]**

For Recruitment

I'm so excited to be rappelling at *Down for the Challenge*, and I would love if YOU joined me! Join me at **[insert personal link]**. #DFTC #YouDown #DownfortheChallenge