

# 2020 RBC RACE FOR THE KIDS SOCIAL MEDIA TOOLKIT



Supporting youth mental health at



Sunnybrook



## Thank you for taking a step forward for youth mental health!

Sunnybrook's Family Navigation Project supports young people dealing with mental health disorders like addiction, anxiety, bipolar disorder, depression, eating disorders and OCD find the help they need.

Did you know that **30%** of Ontario families are caring for at least one youth with mental illness and/or addiction?

Youth and families in our community need our help.

Family Navigation Project is 100% donor funded and relies on support from the race. Thanks to donors like you, they have helped thousands of youth get the specialized care they need.

Our aim is to get you started with some tips on how to use social media as your best fundraising tool for the **2020 RBC Race for the Kids.**





## Easy to follow tips!

- Include a link to your personal or team fundraising page.
- Tell your story, share your motivation for running and fundraising this year.
- Tell people why the cause is important to you.
- Share your fundraising goal and give a shout out when you reach key milestones.
- Ask for donations. Your friends and family will be inspired by your effort.
- Past participant? Wear your RBC Race for the Kids t-shirt on your next training run. Share a #sweatselfie to let people know you're serious about your race.
- Say thank you. Recognize and thank your supporters for supporting your race.



Share information about  
[Sunnybrook's Family Navigation Project](#)  
on social media.

## Quick copy & post on social media!

- Step forward for youth mental health. Support my race with a donation today! #RBCRacefortheKidsTO
- Be part of something amazing! Support me in RBC Race for the Kids and step forward for youth mental health. #RBCRacefortheKidsTO
- Together let's step forward for youth mental health. Support my race with a donation today! #RBCRacefortheKidsTO
- As many as 1.2 million Canadian youth struggle with mental illness, yet only 1 in 5 receive the care they need. Please support my race with a donation today! #RBCRacefortheKidsTO
- Suicide is among the leading cause of death for Canadians between the ages of 15 and 24. Support this race so young people can get the help they need. #RBCRacefortheKidsTO

## Say it with pictures!



Share on Facebook, Instagram, Twitter and/or LinkedIn.

Right-click / save to share on your social platforms.



Don't forget to follow us on  
[facebook.com/RaceforKidsTO](https://facebook.com/RaceforKidsTO)  
Instagram: @RaceforKidsTO  
Twitter: @RaceforKidsTO

If you have any questions, please contact us at  
[rbcraceforthekids@sunnybrook.ca](mailto:rbcraceforthekids@sunnybrook.ca) or  
416-480-6100, x- 87299