



SOCIAL MEDIA GUIDE

Operation Refugee 2019



CWS
action against poverty
actalliance

Sharing your Operation Refugee fundraiser on your social media pages is a great way to spread the word, encourage more donations and keep your friends and family in the loop about what you are achieving. We have outlined some helpful information to share your fundraising journey;

ASK. Completing the Operation Refugee fundraiser is an amazing achievement and your friends and family will think so too! Ask for donations via email and social media, you never know the support you may receive.

TAG US IN YOUR POSTS. We love being kept in the loop about all the amazing things you are doing and sharing your posts to our own social media sites. It is also a great way to see that you are part of a fundraising community. You can easily tag us at @operation_refugee

HASHTAGS. Use the hashtags #operationrefugee #bethelifeline #walkthetalk to be part of the movement!

THANK YOUR SUPPORTERS. A genuine and public 'thank you' to your supporters is a great way to acknowledge their generosity. People don't donate to be recognised but tagging them in a post is a nice way to say thanks and perhaps encourage others to do the same.

DIVERSITY IS KEY! By sharing a variety of photos, stories and updates, you will continue to generate interest in your fundraising, for example, if you are eating the same rations as a refugee then post pictures of your meals or ingredients and if you are completing the walking challenge then link your FitBit, Strava or MapMyFitness steps to show your progress.

We have outlined some more example posts below;

EXAMPLE FACEBOOK POSTS

I am showing refugees I am with them by completing the @Operation_Refugee fundraising challenge. I will be living off refugee rations for 5 days and fundraising to provide food, healthcare and education for refugees living in Jordan and Lebanon. I need your support! You can donate to my fundraising efforts here (fundraising page link) #operationrefugee #bethelifeline



I walk the talk. By completing the @Operation_Refugee fundraising challenge I am showing refugees that I am with them. Refugees who flee their homes can walk a long way. Many Rohingya refugees walked 60km to arrive in Bangladesh. I will be walking _km over 5 days to fundraise for refugees. Support me to support them (fundraising page link) #operationrefugee #walkthetalk

A big thank you to @____ for donating \$__. I have nearly reached my @Operation_Refugee fundraising goal! You can still donate to my fundraiser here (fundraising page link) #operationrefugee #bethelifeline #walkthetalk

EXAMPLE INSTAGRAM POSTS

Fundraising for @Operation_Refugee is challenging but rewarding! I have walked _km to show refugees I stand with them. You can donate to my page (fundraising page link) #operationrefugee #walkthetalk

Check out today's walking map! I will be walking _km to reach my target of _km for @Operation_Refugee. You can still donate to my fundraiser (fundraising page link) #operationrefugee #walkthetalk

Fundraising for @Operation_Refugee is challenging but rewarding! I am eating the same rations as a refugee for 5 days and here are the supplies I have received. Support me to be the lifeline for refugees (fundraising page link) #operationrefugee #bethelifeline

Check out today's meal! I have been eating the same rations as a refugee with the @Operation_Refugee fundraising challenge. Only 3 days to go! Support me here (fundraising page link) #operationrefugee #bethelifeline