



The Princess Margaret
Cancer Foundation  UHN

WALK

SOCIAL MEDIA PLAYBOOK

for **INDIVIDUAL** Participants



WELCOME TO THE WALK COMMUNITY

Thank you for joining our dedicated community and raising funds for life-saving cancer research at The Princess Margaret. Your dedication is what fuels progress.

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SECTION 1

INTRODUCTION: IGNITING YOUR PERSONAL IMPACT WITH SOCIAL MEDIA



WELCOME TO THE PRINCESS MARGARET CANCER FOUNDATION WALK COMMUNITY!

This playbook is your guide to effectively sharing your personal fundraising journey, engaging your network, and maximizing your individual impact for The Princess Margaret Cancer Foundation through social media.

OUR MISSION

To turn your steps and passion into tangible progress, fueled by the power of your social connections.

QUICK TIPS:

- Tag @pmcfwalk on Instagram and @The Princess Margaret Cancer Foundation Walk on Facebook.
- Use the hashtags #PMCFWalk and #CarryTheFire.
- Add your reason for carrying the fire for a world free from the fear of cancer.

SECTION 2

YOUR WALK STORY: THE “WHY” WITH GLOBAL & PERSONAL IMPACT

FRAME YOUR "WHY" WITH GLOBAL REACH

The Princess Margaret Cancer Centre's World-Leading Research: Princess Margaret Cancer Centre is one of the world's leading cancer research and treatment centres, known for its breakthrough discoveries that transform patient outcomes.

Global Impact Messaging: "A breakthrough in immunotherapy at The Princess Margaret doesn't stay in Toronto. It is published, shared, and becomes a new standard of care that can help a relative in Mumbai, a friend in Kingston, or a neighbour anywhere in the world. By donating to my Walk fundraiser, you're supporting research that benefits us all."

Your Personal Connection: Share your personal connection to the cause – why you are participating? What inspired you?



SECTION 3

CONNECTING WITH YOUR AUDIENCE: HOW TO REACH OUT TO YOUR NETWORK



FOR THE FIRST-TIMER:

"Your First 48 Hours" on Social: Building crucial early momentum:

1. **Self-Donate First:** Make your initial donation (big or small) and share it on social media to show commitment ("I just made my first donation. Join me in supporting The Princess Margaret Cancer Foundation Walk.").
2. **Personalize Your Page:** Add a photo and complete the sentence "I'm participating because..."
3. **Ask Three "Safe" People:** Identify three people who will support you no matter what (e.g., a parent, best friend, spouse). Send them a personal text or email with your page link.

Simple & Step-by-Step: Focus on clear, easy-to-understand posts on Facebook, Instagram, LinkedIn, etc. Don't be afraid to make a simple ask!

FOR THE VETERAN FUNDRAISER:

Leverage LinkedIn: Utilize your professional network for advanced strategies like corporate matching or gifts of stock. Share PMCF research news relevant to your field.

Sophisticated Asks: Frame your asks for larger donations, emphasizing direct research impact and explaining advanced giving options.

Promote Incentives: Highlight the Walk Ambassador Program tiers and tangible rewards to motivate donors and provide clear fundraising targets.

SECTION 4

YOUR SOCIAL MEDIA TOOLKIT: WHAT TO POST, WHEN, AND WHERE

HOW TO STRUCTURE YOUR POSTS

Personal Hook: Start with something relatable or personal to you.

Clear Problem/Solution: Briefly explain why The Princess Margaret Cancer Foundation Walk is important and what your fundraising achieves.

Specific, Impact-Tied Asks: Connect donations to tangible outcomes (e.g., "\$50 funds breakthroughs in early detection...").

Strong Call to Action (CTA): Always include your personalized fundraising page link and tell people exactly what to do (e.g., "Donate here!", "Click the link in bio!").

A. PRE-EVENT: IGNITING THE SPARK

Build excitement, drive donations to your page, and potentially recruit teammates for your team (if applicable).

Content Ideas:



Announcement of your participation in The Walk.



Why you're involved (your personal "why," the global impact).



Updates on your training walks or preparations.



Behind-the-scenes content of your journey.

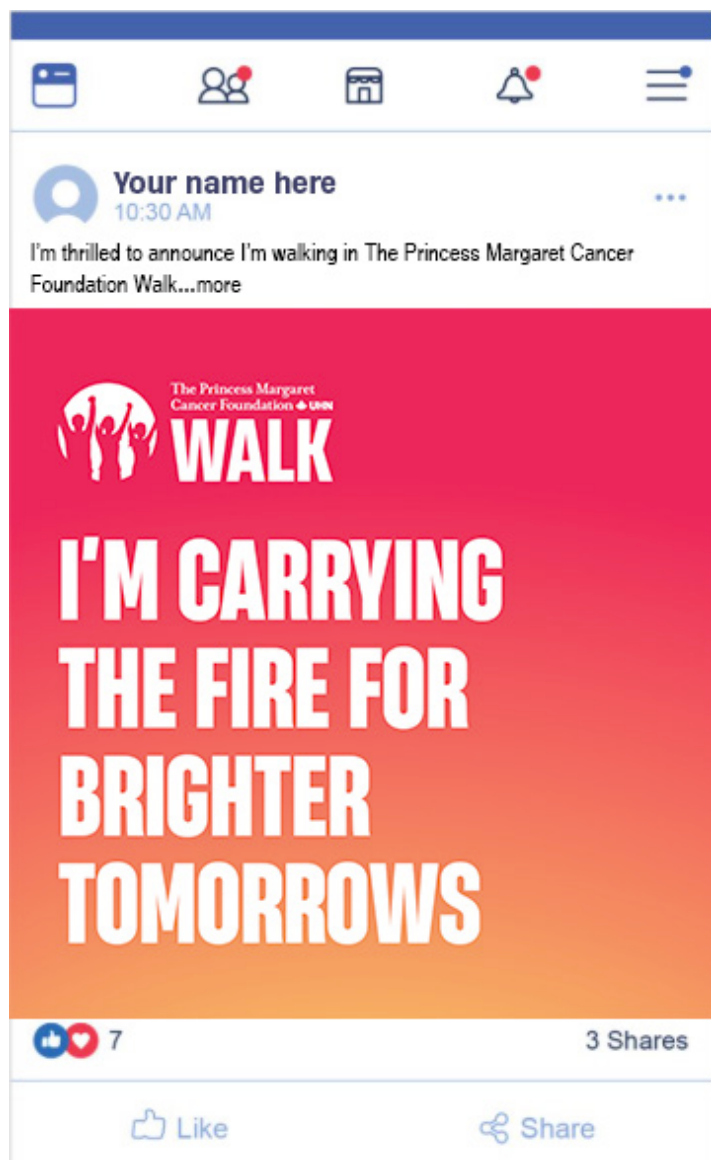


Sharing PMCF facts/stories that resonate with you.

Call to Action: "Donate to my page." "Share this post." "Join my team!"

Example Facebook Post

Use the template below as a starting point for your post. Fill in all [bracketed fields] with your information, then share it on Facebook to connect with donors.



Post example 1

I'm thrilled to announce I'm walking a half-marathon in The Princess Margaret Cancer Foundation Walk. Join me and help #CarryTheFire for life-saving cancer research.

Donate or learn more here: [Fundraising Page Link] 💖

Post example 2

Did you know Princess Margaret Cancer Centre is one of the world's leading cancer research and treatment centres? Your donation fuels breakthroughs that create a lasting impact worldwide. Click here to donate: [Fundraising Page Link] 💖

B. DURING THE EVENT: FANNING THE FIRE

Capture your Walk day highlights from every kilometre stepped to your favourite speeches and more to drive last-minute donations to your page.

Content Ideas:

-  Live updates from the event (photos/videos of you and your team).
-  Action shots, celebration moments.
-  Your fundraising goal updates ("Almost there!").
-  Shout-outs to your donors and teammates.
-  Instagram Stories with polls, stickers, and location tags from the event.

Call to Action: "Donate now (last chance!)," "Send words of encouragement!"

C. POST-EVENT: KEEPING THE FIRE BURNING

Celebrate your achievements, announce personal results, drive post-event donations, and inspire future participation.

Content Ideas:

-  Event highlights and your personal reflections on the experience.
-  Celebratory and thankful posts, announcing your final fundraising total.
-  Thank you messages to your donors, teammates, and supporters.
-  Updates on how funds are making a difference.

Call to Action: "Fundraising window still open – donate now.", "Consider joining next year!"

WALK SOCIAL MEDIA TEMPLATES:

Post Templates: With pre-written copy and customizable visuals in a variety of formats for Facebook, Instagram, LinkedIn.

"Thank You" Template: For acknowledging your donors.

Click [here](#) to download our Social Media Templates.

SECTION 5

PLATFORM-SPECIFIC BEST PRACTICES

FACEBOOK & INSTAGRAM:

Visual-First: Prioritize high-quality photos and short videos (Reels, Stories) of your journey.

Engagement: Ask questions, respond to comments, run polls in Stories related to your progress.

Hashtags: Use relevant hashtags: #PMCFWalk, #CarryTheFire, #CancerResearch, #MyTeamName.

LINKEDIN:

Professional Tone: Share your participation, highlight the importance of PMCF research, and engage with your professional contacts.

Networking: Leverage your network for support, consider sharing news about PMCF's global leadership.

X (FORMERLY TWITTER):

Concise & Impactful: Keep messages short, to the point, and include your page link.

Hashtags & Mentions: Use relevant hashtags and tag @thepmcf.

Quick Updates: Ideal for real-time updates of your progress.

WHATSAPP / PERSONAL MESSAGING:

Direct & Authentic: Best for "safe" asks to close contacts.

Personal Story: Share your "why" in a personalized message with your fundraising link.

SECTION 6

ADVANCED TIPS FOR MAXIMIZING YOUR SOCIAL IMPACT

ADVANCED TIPS:

Corporate Matching Programs: Remind your donors to check if their employer offers matching gifts – this can double their impact! Visit our [Workplace Giving page](#) for more details.

Gifts of Stock: For your high-net-worth contacts, mention these options and direct them to PMCF's official resources for guidance. Visit our [Ways to Give page](#) for more details on Gifts of Stock.

Consistent Storytelling: Don't just ask for money, tell the ongoing story of your Walk from your training to the impact your efforts are making. Update your community regularly.





PMCFWalk.ca

The Princess Margaret
Cancer Foundation UHN

