NEW LOCATION IN DOWNTOWN LA

Sunday Oct. 20th 2019

walk4ALZ
SOCIAL MEDIA TOOLKIT
#walk4ALZ
FOLLOW US

@AlzheimersLA

Click SIGN UP NOW at AlzheimersLA.org for news & updates delivered to your inbox

Open snapchat, scan the code
Here are some sample posts to help get you started:

• “Every step matters. Join us and #walk4ALZ. Sign up today & register your team at AlzheimersLA.org/walk4alz.”

• “Do good, feel good! Join us at #walk4ALZ and make a difference in our community. SIGN UP at AlzheimersLA.org/walk4alz.”

• “There are over 147,000 Angelenos living with Alzheimer’s. Every step matters when you #walk4ALZ. Join us at AlzheimersLA.org/walk4alz.”
Here are some sample posts to help get you started. Don’t forget to include your fundraising link in your bio!

- [post photo of you & your donor] “Thank you @[donor’s handle] for supporting my #walk4ALZ effort! Link in bio.”
- [post photo of you walking] “Help make a difference in the lives of those facing Alzheimer’s or another dementia in our community. Link to donate in my bio!”

HASHTAG IDEAS:
#AlzheimersLA #walk4ALZ #ALZtogether #beyondALZ #facingALZ #iwalk4 #supportlocal #givelocal #everystepmatters #showyourheart #ALZsucks
Here are some sample tweets to help get you started:

• “I’m participating in #walk4ALZ with @AzhleimersLA. Click the link to join me!” [insert personal fundraising link]

• “Thank you @[donor’s handle] for supporting my #walk4ALZ effort! Your support directly benefits thousands of individuals facing Alzheimer’s. If you’d like to donate, click the link.” [insert personal fundraising link]

• “Do good, feel good! JOIN ME and #walk4ALZ at AlzheimersLA.org/walk4ALZ.”

• “100% of funds raised at #walk4ALZ supports local families affected by #Alzheimers & #dementia. Let’s walk together: AlzheimersLA.org/walk4ALZ.”
REACH OUT TO YOUR NETWORK

PUT SOME LOVE INTO IT
The more personal your story, the more likely your followers will connect and support.

POST OFTEN WITH PHOTOS & VIDEOS
Algorithms prioritize posts with photos and videos. The more your network sees your posts, the more chances they’ll have to support. Be sure to include your fundraising link in posts.

GET CREATIVE
There are no limits on social media. Whether you have a blog, podcast, website, or email contacts, utilize all your platforms!
THANK YOUR DONORS & COMMUNITY

Don’t forget to thank your donors & your community for their support. Tag everyone with your attitude of gratitude!
WHO WILL YOU WALK FOR?

For more info, contact our Program Content & Social Media Manager:

ANGELA LANDIS | alandis@alzla.org

Alzheimer’s LOS ANGELES

Until there’s a cure, we will provide the care.