

# TEAM IMPACT ALL IN 5K



## Social Media Toolkit

Thank you for joining our nationwide Team IMPACT All In 5K community!

Using social media is a fun and effective way to increase awareness and involvement in Team IMPACT's All In 5K. Whether you'll be running, walking, or rolling by yourself or with a team or simply donating to the cause, this toolkit provides a wide range of ideas and resources to share how you are #AllInAllTogether.

Explore general best practices, our weekly social challenges, imagery, and copy to use in your own social media. Have fun, be creative, and let's get more kids in the game!



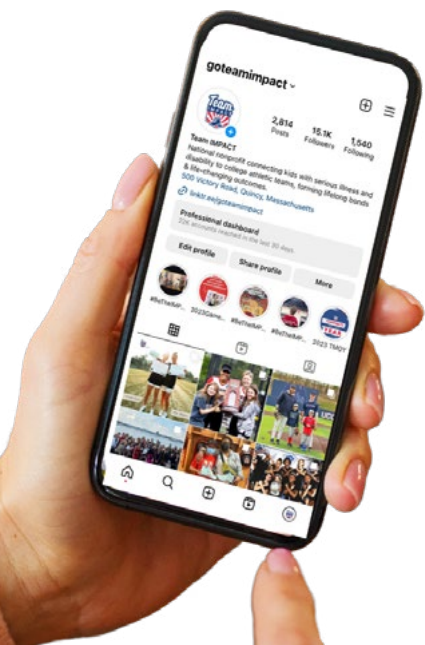


# SOCIAL MEDIA TOOLKIT. SOCIAL MEDIA TOOLKIT. SOCIAL MEDIA TOOLKIT

## Best Practices



1. **Set your goals** and share content that helps you reach those goals. Whether you want to help raise money for Team IMPACT, spread awareness about what we do, or find another way to support our families and student-athletes, this toolkit provides everything you need to help promote why you are All In.
2. **Join the [All In 5K event page](#)** on Facebook and share with your friends.
3. **Share the [All In 5K webpage](#)** with your community. Read features from Team IMPACT families, download event day materials, and see how your support makes an impact on the lives of children and athletes every day.
4. **Link your personal or team fundraising page** on Facebook, Instagram, and Twitter, and encourage your friends and family to register for the event or donate. Put your link in your account bio so followers know where to find it.
5. **Use Facebook and Instagram's giving tools** to create fundraisers for Team IMPACT. Include donate stickers on your stories and push your fundraiser out on feed posts.
6. **Share content from Team IMPACT's channels** (@goteamimpact). Throughout the months of August and September, Team IMPACT will be posting about the All In 5K. Reshare these posts with your networks to help spread the word and get more people involved.
7. Better yet, **post content from this All In 5K Toolkit**. Included in this toolkit are designs to allow you to share your experience and motivate others to join you in the All In 5K.
8. **Post the day of the 5K** alongside participants across the country. Show us your bib, wear your exclusive All In 5K swag, and celebrate event day with hundreds of others running, walking, and rolling to make an IMPACT on October 1.
9. **Use #AllInAllTogether and #AllIn5K** on your posts to connect with other participants across the country, provide encouragement as we work to get all kids in the game, and feel motivated by a community of support.
10. **Get creative and have fun!** The All In 5K toolkit includes everything you need to share your Team IMPACT All In 5K journey. Use these assets creatively to tell your story, show your support, and get more people All In with Team IMPACT!







## SOCIAL MEDIA TOOLKIT. SOCIAL MEDIA TOOLKIT. SOCIAL MEDIA TOOLKIT

### Share your Why

**From the time you register to event day on October 1, we want to hear from YOU!**

Share your story about why you're running, walking, or rolling and how your followers can get involved to make this 5K a truly nation-wide event.

#### How do I tell my story?

Use social media stories, feed posts, and status updates to share your All In 5K experience. Here are some ideas:

- Record a video, share photos, or simply write down your thoughts while training.
- Pull graphics and language from this toolkit to support why others should get involved.
- Post a photo in your Team IMPACT or school gear and tag 2 friends, challenging them to donate or register. Be sure to include your registration link and an Instagram donate sticker.
- Share a preparation photo or video and/or share advice from your training (e.g. stretching, on a walk, preparing a nutritious meal, resting, etc.)

Most importantly, be authentic. Team IMPACT is an organization that prides itself on diversity, inclusion, resilience, and authenticity to create a unique community of belonging. As part of that community, we value what makes you **you** and encourage you to let your personality shine through in your posts.

#### What do I talk about?

You can talk about pretty much whatever you want! Some of the prompts below may help you start brainstorming what you want to share:

- Tell us about your relationship with Team IMPACT.
- Why did you register for the All In 5K?
- Who are you supporting through this event?
- Share some information about the work of Team IMPACT. Read more about our mission and vision [here](#).
- Share fundraising goals and encourage others to give.
- Invite others to join your team or register as individual participants.
- Share Team IMPACT's social media posts, pull graphics and language from this toolkit, and participate in our All In 5K Challenges.





## SOCIAL MEDIA TOOLKIT. SOCIAL MEDIA TOOLKIT. SOCIAL MEDIA TOOLKIT

### *Still not sure what to share?*

Take a look at some example social media copy below. Feel free to use or personalize as you see fit.

- I'm [running/walking/rolling] Team IMPACT's All In 5K—and you can be ALL IN with me—from anywhere! Team IMPACT matches kids with serious illness and disability with college sports teams, creating lifelong bonds and life-changing outcomes for everyone involved. For just \$5, you can join the Team IMPACT community to run, walk, and roll to get all kids in the game on October 1. Join my team or give to support kids and athletes across the country at [LINK/LINK IN BIO](#). #AllInAllTogether #AllIn5K
- For just \$5, you can be all in to get all kids in the game. Join me and the entire Team IMPACT community in running, walking, or rolling the All In 5K—from anywhere!—on October 1. Your support will give the gift of team to thousands of kids with serious illness and disability. Learn more about Team IMPACT and the All In 5K at [LINK/LINK IN BIO](#). #AllInAllTogether #AllIn5K
- Run, walk, or roll to make an IMPACT. Join me and the entire Team IMPACT community on October 1 from anywhere for Team IMPACT's All In 5K. Give \$5 to move 5K for Team IMPACT. Be All In at [LINK/LINK IN BIO](#). #AllInAllTogether #AllIn5K

**No matter how, what, or where you share, you are helping to spread awareness about the All In 5K to get more people involved. We can't wait to hear from you!**







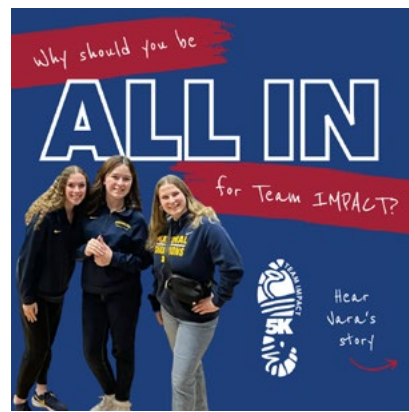
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Click the images below to download.

I AM ALL IN post (5 carousel slides):



VARA'S STORY (2 carousel slides):







# SOCIAL MEDIA TOOLKIT. SOCIAL MEDIA TOOLKIT. SOCIAL MEDIA TO

Click the images below to download.

### LEVI QUOTE:

“ Being part of the team has made Levi feel not only like a regular kid again **but also special.**”

Levi, age 9  
Belmont Baseball

### ALL IN 5K:

**RUN.  
WALK.  
ROLL.**

**TO MAKE AN IMPACT.**

#AllIn5K

**TEAM IMPACT  
ALL IN 5K**

where?  
**ANYWHERE**

when?  
**OCTOBER 1, 2023**

why?  
**TO MAKE AN  
IMPACT**

#AllIn5K

**RUN.  
WALK.  
ROLL.**

**TO MAKE AN  
IMPACT.**

teamimpact.org/AllIn5K

**JOIN THE  
IMPACT**

Register today  
teamimpact.org/AllIn5K





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### Share Challenges

Everyone likes a bit of friendly competition! From registration to event day, we challenge you to make an IMPACT. On key weeks throughout the registration period (August 1-September 30), engage your social following by competing in challenges that you can share on your channels.

#### Registration Challenge

Upon registration, you will receive two story templates announcing your registration and challenging five of your friends to get involved. Fill the five blank slides with five of your friends' social media handles to challenge them to get involved or donate \$5. Once they join your team or register, they will be challenged to do the same. Download the All In 5K registration challenge graphics [HERE \(1 and 2\)](#).

#### All In: About Me Challenge

During the week of August 21, we challenge you to tell us more about yourself! Download our All In: About Me story template, upload to your Facebook and Instagram stories, and fill it in with information about you. Tell us how you like to run/walk/roll to your favorite song when training and include why you are all in. Use the link feature on Instagram stories to share the All In 5K registration link on the left of the graphic, and use Instagram's donate sticker on the right side of the graphic to encourage others to give to the All In 5K. Download the All In: About Me challenge graphics [HERE](#).

#### Get in the Game Challenge

In early September, we challenge you and your followers to give! During the week of September 4, use our Get in the Game fundraising boards to raise money. Post the Get in the Game graphic to your Instagram stories, use the link feature on Instagram stories to link to your fundraising page. Every time someone gives one of the designated amounts, cross that number out on your board and tag the donor. Repeat this process until your entire fundraising board is (hopefully!) complete. Be sure to tag @goteamimpact in your stories once your board is complete for a chance to win an exclusive prize for being All In for Team IMPACT. Download the Get in the Game challenge graphics [HERE](#).

#### All In Essentials Challenge

Heading into the event during the last week of September, we challenge you to share your All In Essentials. We asked our GoTeam what they can't run without, and we want to hear the same from you! Download the All In Essentials graphic and share on your stories, circling the items you can't run/walk/roll without and adding any others. Similarly to the All In: About Me, use the link feature on Instagram stories to share the All In 5K registration link on the left of the graphic, and use Instagram's donate sticker on the right side of the graphic to encourage others to give to the All In 5K. Download the All In Essentials challenge graphics [HERE](#).





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## Share the IMPACT



Though the goal of the All In 5K is to connect the Team IMPACT community to make an IMPACT, **it is also a great opportunity to raise critical funds to get all kids in the game.** Whether it's \$5 or \$5,000, your support helps give our once-in-a-lifetime experience to children facing serious illness and disability and college student-athletes.

Share where your support will go in social! Use the descriptions and images below (or create your own) to show the impact you are making. Click the images below to download (2 graphics per fundraising level).



Slide 1

Slide 2

### *\$50: Funds a Family Welcome Kit*

When a child is officially matched with a team, they receive a special welcome package with exciting Team IMPACT items, apparel, and a hand-written welcome letter. This official package kicks off their two-year journey with the program—making life-long memories, growing confidence, fostering an extension of their support system, and finding a sense of belonging.



Slide 1

Slide 2

### *\$100: Funds Medical Referral Outreach Visits*

Many of the dedicated student-athletes in our program make special outreach efforts to introduce Team IMPACT to new hospitals or continue to foster the existing connections we have built with these institutions. These visits ensure that a child's care team keeps Team IMPACT top of mind for any patients who may benefit from the program, leading directly to dozens of family referrals and a number of active matches!



Slide 1

Slide 2

### *\$250: Funds a Signing Day Package*

Every Team IMPACT signing day looks different—from confetti and community to press conferences, photo shoots, and official locker presentations—but for all new matches, Signing Day signifies a child's formal commitment to join the team! With your support we can provide swag, décor, and an official Team IMPACT Signing Day welcome box that act as a launching pad from which a campus can build their own unique experience.



Slide 1

Slide 2

### *\$500: Funds an Awareness Event*

The key to making matches between teams and families is ensuring that all who benefit from Team IMPACT know about the program! Awareness Events come in many shapes and sizes—from fun-filled family activity days to awareness games on campus. There are endless opportunities to ensure that families, teams, disease-communities, and potential supporters are aware of our mission and have a way to get involved. Your gift will help bring Team IMPACT to life at campuses, conferences, and dinner tables across the Nation.



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## *\$1,000: Funds a Fellow to Attend the Annual Fellowship Summit*

Fellows, a select group of student-athletes who have applied and been chosen to represent Team IMPACT on their campuses, collaborate with the athletic department and greater campus community to raise awareness and increase program participation. In return, Team IMPACT provides opportunities for Fellows to build their skills in leadership, community engagement, public speaking, and professional development, preparing them to be leaders in the workforce and beyond. With your help we can support one fellow to and their attendance (which includes travel, room and board, meals, etc.) at the Team IMPACT Fellowship Summit. This event brings together over one hundred Fellows from across the country for a comprehensive three-day training program.



Slide 1

Slide 2

## *\$2,500: Funds A Once-In-A-Lifetime Game Day Experience*

From March Madness and Frozen Four to the Bowl Games, championship series are incredible achievements for teams and their teammates alike. As true members of the team, Team IMPACT strives to ensure that matched children are able to participate in these once-in-a-lifetime moments alongside the student-athletes. With your generous gift we can provide the estimated funds required for travel, lodging, and other expenses that allow a child and their family to participate in these momentous games, making memories that last a lifetime.



Slide 1

Slide 2

## *\$5,000: Funds a Match*

Team IMPACT has made more than 3,000 matches at more than 750 colleges across all 50 states. Many moments go into the creation of a successful match, from outreach to the match-up process, ongoing case management support, through graduation and the many other steps in between. Your support allows our clinical team to create and manage a personalized game plan for each and every child, every step of the way. Your generous contribution would fund the Team IMPACT experience for one child for a full year.



Slide 1

Slide 2

Included are examples of what your funding could support for the organization at varying levels.





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## Resource Library

**Now that you have ideas on what to share, it's time to get creative!** Below is a summary of graphics you can use to share your why Team IMPACT story, show others what they can fund, and challenge friends and family to get engaged.

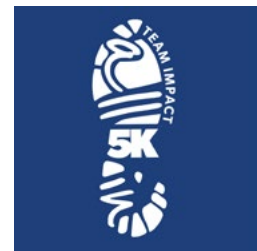
Everything you share will help you connect with other members of the Team IMPACT community and get more people involved in the All In 5K.

Click the images below to download assets.



*Team IMPACT logos*

*Guidelines: use logo 1 (blue border logo) on light backgrounds and logo 2 (white border logo) on dark backgrounds.*



*All In 5K logos*

*Team IMPACT social media accounts*



*Team IMPACT website: <https://www.teamimpact.org/events/allin5k/>*

*All In 5K registration page: <https://p2p.onecause.com/allin5k>*







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# calendar

Now it's time to get posting! Use the calendars below as a guide for when and what to post, but feel free to share moments from throughout your All In 5K experience.

 <span style="font-size: 2em; font-weight: bold; letter-spacing: 0.5em;">AUGUST</span> 						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
<b>SHARE TEAM IMPACT'S 5K ANNOUNCEMENT POST</b>						
7	8	9	10	11	12	13
<b>WEEK OF AUGUST 7: SHARE THE 'ALL IN' CHALLENGE</b>						
14	15	16	17	18	19	20
<b>WEEK OF AUGUST 14: SHARE WHY YOU ARE PARTICIPATING</b>						
21	22	23	24	25	26	27
<b>WEEK OF AUGUST 21: SHARE 'ALL IN: ALL ABOUT ME' CHALLENGE</b>						
28	29	30	31			
<b>WEEK OF AUGUST 28: SHARE YOUR FUNDRAISING GOAL</b>						



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# Calendar

 <b>SEPTEMBER</b> 						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
4	5	6	7	8	9	10
<b>WEEK OF SEPTEMBER 4: SHARE THE 'GET IN THE GAME ' CHALLENGE</b>						
11	12	13	14	15	16	17
<b>WEEK OF SEPTEMBER 11: SHARE A TEAM IMPACT STORY</b>						
18	19	20	21	22	23	24
<b>WEEK OF SEPTEMBER 18: ASK FOR SUPPORT</b>						
25	26	27	28	29	30	1
<b>WEEK OF SEPTEMBER 25: SHARE 'ALL IN ESSENTIALS'</b>						<b>EVENT DAY: SHARE YOUR PROGRESS!</b>

Check out our All In 5K Toolkit for more information. Please email Katie DePaolo, Marketing Manager, at [kdepaolo@teamimpact.org](mailto:kdepaolo@teamimpact.org) with any questions about the All In 5K Social Toolkit.

**Thank you for being All In for Team IMPACT! #AllIn5K #AllInAllTogether**

