



Social Media Post Templates

Social media is an effective tool to garner support from your network. Harness the power of social media using these templates and tips:

- Always include the link to your MSK fundraising page.
- Increase your impact by posting different content across different channels.
- Follow a cadence during your busiest time of the year, such as a post every third day.
- Schedule posts to save yourself time.
- Assign a social media specialist to your planning committee.

Facebook: Tag us @Memorial Sloan Kettering Cancer Center

Pro tip: Pin a post with a link to your MSK fundraising page to the top of your profile.

To pin a post:

- Write and share your post.
- Go to your post and click the “...” in the upper right corner.
- Click “Pin post.”

Post 1: Announce your cause and issue a call to action.

1-2 months before your fundraiser

This year, we are coming together for [event] to raise money for MSK at [location] on [date]. [Share a story about why you fundraise here].

Our goal is to raise [\$X] for MSK’s [research, program, or doctor], and we need your help! Donate to our fundraising page through the link below and don’t forget to spread the word to your family and friends.

[MSK FUNDRAISING PAGE LINK]

Post 2: Build excitement and drive donations.

2-3 weeks before your fundraiser

There are only [X] days until this year’s [event], and we have already raised [\$X].

Every dollar donated directly supports [research, program, or doctor] at MSK. Click the link below to donate now. We can’t reach our goal without you!

[MSK FUNDRAISING PAGE LINK]

Post 3: Provide an update on your fundraiser and encourage last-minute donations.

Day of your fundraiser

Today is the big day!

We are [\$X] away from reaching our goal of [\$X]. Keep spreading the word and donating to our fundraising page through the link below. Remember: Every donation supports [research, program, or doctor] at MSK.

[MSK FUNDRAISING PAGE LINK]

Post 4: Share the impact and thank your supporters.

1-3 days after your fundraiser

We did it! With your help, this year's [event] raised an incredible [\$X]! We are blown away by your dedication. This support will surely make an impact on [research, program, or doctor] at MSK.

We would not have been able to do it without you.

We look forward to keeping you updated on more progress and all to come from [event]. We hope to see you again next year.

Instagram: Tag us @memorialsloankettering

Pro tip: Include your MSK fundraising page link in your Instagram bio.

To add your link:

- From your Instagram profile, select "Edit Profile."
- Select "Add links" and then click "Add external link."
- Paste your MSK fundraising page link into the "URL" portion.
- A clickable link to your MSK fundraising page will now appear in your Instagram bio.

Post 1: Announce your cause and issue a call to action.

1-2 months before your fundraiser

This year, we are coming together for [event] to raise money for MSK at [location] on [date]. [Share a story about why you fundraise here].

Our goal is to raise [\$X] for MSK's [research, program, or doctor], and we need your help! Donate to our fundraising page through the link in our bio and don't forget to spread the word to your family and friends.

Post 2: Build excitement and encourage donations.

2-3 weeks before your fundraiser

There are only [X] days until this year's [event], and we have already raised [\$X].

Every dollar donated directly supports [research, program, or doctor] at MSK. Click the link in our bio to donate now. We can't reach our goal without you!

Post 3: Provide an update on your fundraiser and drive last-minute donations.

Day of your fundraiser

Today is the big day!

We are [\$X] away from reaching our goal of [\$X]. Keep spreading the word and donating to our fundraising page linked in our bio. Remember: Every donation supports [research, program, or doctor] at MSK.

Post 4: Share the impact and thank your supporters.

1-3 days after your fundraiser

We did it! With your help, this year's [event] raised an incredible [\$X]! We are blown away by your dedication. This support will surely make an impact on [research, program, or doctor] at MSK.

We would not have been able to do it without you.

We look forward to keeping you updated on more progress and all to come from [event]. We hope to see you again next year.

Pro tip: Include your MSK fundraising page link on your Instagram Stories.

To add a link sticker:

- Capture or upload content to your story.
- Select the sticker tool from the icons at the top of your screen.
- Tap the "Link" sticker to paste your MSK fundraising page link and tap "Done."
- Place the sticker on your story.

LinkedIn: Mention us @Memorial Sloan Kettering Cancer Center

Pro tip: Pin a post with a link to your MSK fundraising page to the top of your profile.

To pin your post:

- Write and share your post.
- Go to your post and click the "..." in the upper right corner.
- Click "Feature on top of profile."

Post 1: Announce your cause and issue a call to action.

1-2 months before your fundraiser

This year, we are coming together for [event] to raise money for MSK at [location] on [date]. [Share a story about why you fundraise here].

Our goal is to raise [\$X] for MSK's [research, program, or doctor], and we need your help! Donate to our fundraising page through the link below and don't forget to spread the word to your family and friends.

Don't hesitate to reach out if your business would like to learn more about sponsorship opportunities for what will surely be an amazing [event type].

[MSK FUNDRAISING PAGE LINK]

Post 2: Build excitement and drive donations.

2-3 weeks before your fundraiser

There are only [X] days until this year's [event], and we have already raised [\$X].

Every dollar donated directly supports [research, program, or doctor] at MSK. Click the link below to donate now. We can't reach our goal without you!

There is still time for your business to sponsor or donate. Message me for more details.

[MSK FUNDRAISING PAGE LINK]

Post 3: Provide an update on your fundraiser and encourage last-minute donations.

Day of your fundraiser

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We are [\$X] away from reaching our goal of [\$X]. Keep spreading the word and donating to our fundraising page through the link below. Remember: Every donation supports [research, program, or doctor] at MSK.

[MSK FUNDRAISING PAGE LINK]

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We would not have been able to do it without you.

We look forward to keeping you updated on more progress and all to come from [event]. We hope to see you again next year.

X: Tag us @Sloan_kettering

Pro tip: Pin a post with a link to your MSK fundraising page to the top of your profile.

To pin a post:

- Write and share your post.
- Go to your post and click the "...” in the upper right corner.
- Click “Pin to your profile.”

Post 1: Announce your cause and issue a call to action.

1-2 months before your fundraiser

[Organization] is proud to announce that we will be hosting our [event] to support [research, program, or doctor] at MSK. [Share a story about why you fundraise here]. Join us on [date] or donate to our fundraising page through the link below.

[MSK FUNDRAISING PAGE LINK]

Post 2: Build excitement and drive donations.

2-3 weeks before your fundraiser

Only [X] days until this year's [event], and we are just [\$X] away from our fundraising goal! Help us reach our goal by donating through the link below. Every dollar directly supports [research, program, or doctor] at MSK.

[MSK FUNDRAISING PAGE LINK]

Post 3: Provide an update on your fundraiser and encourage last-minute donations.

Day of your fundraiser

Today is the big day! We at [organization] are excited to see you at our [event]. We are [\$X] away from reaching our fundraising goal to support [research, program, or doctor]. Make your gift through the link below to support this crucial work at MSK.

[MSK FUNDRAISING PAGE LINK]

Post 4: Share the impact and thank your supporters.

1-3 days after your fundraiser

We did it! With your help, [event] raised an incredible [\$X]. We cannot thank our community enough for its generosity. We look forward to sharing the impact your gift makes on [research, program, or doctor] at MSK.

[MSK FUNDRAISING PAGE LINK]

Additional Social Media Posts

Keep your network engaged before, during, and after your event. We suggest using the templates below to post throughout the year and remind loved ones why they should support MSK.

Pro tip: Schedule your social media posts ahead of time. Third-party apps like Hootsuite or Later can assist you with scheduling posts across several platforms. Facebook allows you to schedule posts directly using these steps:

- From your menu page, click “Pages (Flag Icon)” in the left menu.
- Go to your page.
- Click “What’s on your mind?” at the top of the page.
- Click “Create Post” in the top.
- Create your post.
- Click the “next” option in the top right of the page and select “Schedule for later.”
- Select the date and time when you want to publish the post, click “Save” and then “Post.”

Post 1: Announce your cause and issue a call to action.

1-2 months before your fundraiser

[Organization] is proud to announce that we will be hosting our [event] to support [research, program, or doctor] at MSK. [Share a story about why you fundraise here]. Join us on [date] or donate to our fundraising page through the link below.

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Today is the big day! We at [organization] are excited to see you at our [event]. We are [\$X] away from reaching our fundraising goal to support [research, program, or doctor]. Make your gift through the link below to support this crucial work at MSK.

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