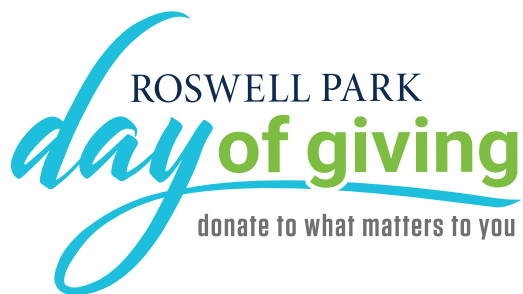


COPY, PASTE AND POST



Suggested Social Media Messages

Your primary role as a **Day of Giving Ambassador** is to help spread the word about the opportunity to donate directly to the area that you are representing. Utilize your social media platforms, such as Facebook, Twitter, Instagram and LinkedIn, to encourage your network to make a difference. Include a selfie or one of the suggested social media badges in the toolkit and tell people why this cause is so important!

If you're not sure what to say, copy and paste the suggested messages below!

Post prior to the Day of Giving

"Mark your calendars for Wednesday, September 25 – @RoswellPark first-ever Day of Giving! I am proud to represent the *(insert team name)* and know firsthand that every dollar counts in cancer research and patient care. I hope you will join me in making a difference at RoswellParkDayofGiving.org or *(insert your team page URL here)* #roswellparkdayofgiving"

"Friends and family – what are you doing on Wednesday, September 25? Mark your calendars and join me in making a difference during @RoswellPark Day of Giving! Please consider donating to the *(insert team name)*, which supports incredible research and patient-care initiatives that are taking place every day. Donate today: RoswellParkDayofGiving.org or *(insert your team page URL here)* #roswellparkdayofgiving"

Post on September 25 – Day of Giving

"Today is @RoswellPark Day of Giving! Join me in directly supporting the *(insert team name)* and help make a difference in cancer research and patient care. Visit RoswellParkDayofGiving.org or *(insert your team page URL here)* to make your gift now! #roswellparkdayofgiving"

"I am so proud to represent the *(insert team name)* on @RoswellPark first-ever Day of Giving! All gifts made to our team will support cutting-edge cancer research and patient care. Join me in making a difference at RoswellParkDayofGiving.org or *(insert your team page URL here)* #roswellparkdayofgiving"

Post on September 26

Thank you to everyone who made a difference on @RoswellPark Day of Giving! Because of you, the *(insert team name)* will be able to make great strides in cancer research and patient care. See the results at RoswellParkDayofGiving.org"