



## #SnowAngelOttawa – Sample Social Media Messaging

**NON-REGISTERED**

### Social Media Resources

The following are suggested social media posts for you to use on social media, to help spread the word about the Snow Angel Challenge. The links will direct to the Snow Angel Challenge information page, with richer details about the Challenge. Feel free to edit these posts to make them work for you, if you have any questions or need some help, get in touch, our team would love to help!

#### Sample posts for non-registered participants:

Post using any of the sample text below, and direct recipients to the Snowsuit Fund website to DONATE OR REGISTER: <https://snowsuitfund.com/2022-snow-angel-challenge/>

- February 1- 28, head outside, make your snow angel, share your videos or images using hashtag #SnowAngelOttawa. Include this link <https://snowsuitfund.com/2022-snow-angel-challenge/>
- Support the Snowsuit Fund and keep a local child warm by participating in the #SnowAngel Challenge. Great rewards to be won! **Donate or register at** <https://snowsuitfund.com/2022-snow-angel-challenge/>
- The Snowsuit Fund receives no gov't funding, relying on our generosity to purchase 16000 suits a year. Post, fundraise and win rewards! #SnowAngelOttawa **Donate or register at** <https://snowsuitfund.com/2022-snow-angel-challenge/>
- Our company registered for the #SnowAngelOttawa to help 16,000 kids stay warm. REGISTER your workplace or support our fundraising efforts. **Donate or register at** <https://snowsuitfund.com/2022-snow-angel-challenge/>
- You don't have to register to participate in the #SnowAngelOttawa. Challenge your friends, family and favourite celebrities to help spread the word! **Donate or register at** <https://snowsuitfund.com/2022-snow-angel-challenge/>

- #SnowAngel Challenge is a fun & safe activity for schools. rewards for participation & spirit awarded. **Register your class** <https://snowsuitfund.com/2022-snow-angel-challenge/>
- Connect with your team virtually. Safely participate in a fun outdoor activity that supports a vital community organization. #SnowAngelOttawa **Register your team** at <https://snowsuitfund.com/2022-snow-angel-challenge/>
- It takes two minutes to register for a personal fundraising link for the #SnowAngelOttawa. Raise just \$20 and you'll receive a Snowsuit fund toque! **Donate or register** at <https://snowsuitfund.com/2022-snow-angel-challenge/>
- Let's put that #FOMO to good use - Challenge your network to post their #SnowAngelOttawa entry this February! **Donate or register** at <https://snowsuitfund.com/2022-snow-angel-challenge/>
- Don't forget there is a #SnowAngelOttawa reward for Most Outrageous, so grab that old costume, bathing suit, or ball gown and head outside! **Donate or register** at <https://snowsuitfund.com/2022-snow-angel-challenge/>
- Let's get outside and have some fun- I am participating in the #SnowAngelOttawa to raise funds for The Snowsuit Fund! It's simple: Make a snow angel, post it on social media using the hashtag #SnowAngelOttawa, include this fundraising link <https://snowsuitfund.com/2022-snow-angel-challenge/> and challenge your friends and family- you'll be entered to win amazing rewards!

#### **USEFUL LINKS/TAGS/HASHTAGS**

The Snowsuit Fund:

Facebook: @snowsuitfund

Instagram: @the\_snowsuit\_fund

LinkedIn: The Snowsuit Fund

Twitter: @SnowsuitFund

Website: <https://snowsuitfund.com/2022-snow-angel-challenge/>

Hashtags: #SnowAngelOttawa #BeASnowAngel

**QUESTIONS? Contact a Snow Angel and we'd be happy to help!**  
**[communications@snowsuitfund.com](mailto:communications@snowsuitfund.com).**