

Seattle Children's Social Media Toolkit



Thank you for fundraising for Seattle Children's. Now more than ever, donations are important. Donations of all types and sizes help us provide care to more families in need, and continue research that leads to improved treatments, better understanding of pediatric health issues, and lifesaving cures for children. Please use the following toolkit as a guide for posting on social media and communicating with the Seattle Children's Community throughout the year.

Social Schedule

Engaging with the Seattle Children's community online and on social media is the most important tool we have for spreading the word about your fundraiser! Feel free to repost items from Seattle Children's Facebook, Instagram, LinkedIn, Threads or X (Twitter) or **generate your own content**. Below is a sample of what you might post on your personal social media platform of choice. If you tag us, our social team will likely interact and help increase your social media post's reach!

It is important to remember that **Instagram captions don't allow links**, you will want to write *Check the link in my bio*, where you would normally add your fundraising link to social posts on other platforms.

Post Description	Copy
First Post	I've started my own fundraiser! ✨ Join me in supporting Seattle Children's, where every gift helps fuel hope, healing and breakthrough care for kids across our region. Every dollar truly makes a difference. [link]
Personal Story	Seattle Children's means so much to me because _____. That's why I'm giving back to help the kids and families who inspire me every day. Join me in supporting Seattle Children's — where every child's story matters. [link]
Event Invite	I'm hosting a [Event Name] on [Date] to support Seattle Children's! 🎉 Whether you join us in person or donate online, you're helping provide world-class care to kids in our community. Let's come together to make a lasting impact. [link]
Activity Fundraiser	I'm taking on [Activity/Challenge] to support Seattle Children's! 🏃 Every mile/step I take is dedicated to the brave kids and families who inspire me with their strength every day. Help me reach my goal and fuel breakthrough care for kids across our region. [link]
Activity Fundraiser	Training for [Activity/Challenge] has its ups and downs, but it's nothing compared to the journey many families face. 🏃 I'm [running/climbing/cycling] to ensure every child has the support

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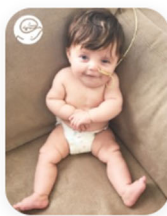
	they need to grow up healthy and strong. Join me by making a gift today! [link]
Additional Post to Share	Every dollar counts. ❤️ Your gift to Seattle Children's helps provide specialized care to Emma — and kids everywhere who need hope, healing, and support. [link]
Share if you joined a Guild	This year, to make a difference, I joined a guild! Learn how you can find your people and live your purpose with the Seattle Children's Guild Association community. [link]
Share to get people to sign up for a guild	Donations can come in all forms. Learn how you can make a difference and live your purpose with me and the Seattle Children's Guild Association community. [link]
Share your story on how you joined a guild	I've been part of the _____ Guild since _____. I've made lifelong friends and incredible memories — my favorite moment was _____. 🧡 Join a Guild today and help make a difference for kids and families! [link]
Personal Story	Seattle Children's helped my child thrive. I'm giving back so more kids can receive the care and support that changed our lives. Join me — donate today and help kids live their most fulfilling lives. [link]
Research Focused	Breakthroughs don't happen alone. 🧐 Be the reason research moves forward — for kids here, and everywhere. Join me and donate to Seattle Children's and help create a healthier future for all kid kind. [link]
Uncompensated Care Focus	Seattle Children's offers world-class care, and uncompensated care offers peace of mind – that's why I'm fundraising for Seattle Children's. Your gift to the Uncompensated Care Fund will give families in our region the ability to focus on their child, not the cost of care. [link]
General Post	118 years ago, Seattle Children's made a promise to provide hope, care and cures to every child regardless of their family's ability to pay. For them, your support is everything. [link]
Tax Benefit	Support the Uncompensated Care Fund today! Your tax-deductible gift helps families in our region focus on what matters most: their child's recovery. Every contribution makes an impact. Give now! [link]
Milestone / Final Push	We are so close to our goal! 🌟 Every dollar raised during my [Event Name] goes directly to Seattle Children's to fuel hope and healing. There's still time to chip in and help us reach the finish line for the kids. Who's with me? [link]

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Photos to Use

Please consider using the photo(s) provided or sharing one of your own personal photos.



Commonly Asked Questions

What are Seattle Children's social media account handles?

Facebook: <https://www.facebook.com/seattlechildrens>

Instagram: <https://www.instagram.com/seattlechildrens/>

Threads: <https://www.threads.com/@seattlechildrens>

LinkedIn: <https://www.linkedin.com/company/seattle-childrens>

X (Twitter): <https://x.com/seattlechildren>

BlueSky: <https://bsky.app/profile/seattlechildrens.org>

Where can people donate to if I don't have a fundraising page?

You can donate at <https://care.sc/donate>