



Race for CAASE 2024

Social Media Toolkit

Hi there, CAASE supporters!

The CAASE team appreciates your support as we promote our [Race for CAASE Team](#) in the Strides for Peace Race Against Gun Violence. To make things quick and easy, our communications staff put together a social media kit for you to use on your personal accounts. Feel free to adapt the language for your friends and networks.

If you have any questions, please reach out to Jordan O'Hara Smith, Development Manager, at johara@caase.org.

Linking Social Media Posts

Use this short link to direct people to our event page from social media: <https://bit.ly/RFCTEAM24>. For Instagram, remember to update your bio with this link too and replace the link in the post text with "Visit link in bio".

Account Mentions and Hashtags

Mention and tag CAASE: use @TheCAASE on X (formally Twitter), Facebook, Instagram, and LinkedIn.

#RaceForCAASE

#Chicago5k

#SupportSurvivors

#PreventionEducation

#CharityRun

#RAGV2024

#ChicagoRunner

#PreventionWorks

Impact Amounts

Motivate people to give by sharing the impact their donation can have:

- **\$50** provides an Educator transportation to our partner schools for one month
- **\$100** covers the cost of prevention programs for one teen
- **\$200** buys a month of materials for student programs
- **\$300** connects us with students virtually and covers IT support for a month
- **\$2,000** educates an entire classroom of students!

View sample posts below!



Social Media Sample Posts and Graphics

Copy and paste the text into your social media post. You know your followers best, so edit it to make it your own! Click on the link in the right column to view and download the graphic. You can also view all the graphics in [this folder](#).

Text	Accompanying Graphic	Link to download graphic
<p>I'm running with the #RaceForCAASE Team to help fund sexual harm prevention in Chicago. Their programs empower teens to shift our culture toward respect and compassion. Will you give today? <i>[LINK TO YOUR FUNDRAISING PAGE]</i></p> <p>Your gift will be matched!</p>		<p>Click here to view and download</p>
<p>Help CAASE put an end to sexual harm! By registering for the #RaceForCAASE Team, you will directly support #PreventionEducation programs and help activate a new generation of allies! https://bit.ly/RECTEAM24</p>		<p>Click here to view and download</p>
		<p>Click here to view and download</p>

<p>I made a pledge to [WALK/RUN/ROLL] with the #RaceForCAASE Team and raise funds for sexual harm prevention programs for teens. You can too! Join us June 6th: https://bit.ly/RFCTEAM24</p>	 <p>RACE FOR CAASE JUNE 6TH Join our team now!</p>	<p>Click here to view and download</p>
<p>Can't make it? You can still give to help me meet my goal; I am ___% of the way there! [LINK TO YOUR FUNDRAISING PAGE]</p> <p>Your gift will be matched!</p>	 <p>RACE FOR CAASE JUNE 6TH Join Our Team Now!</p>	<p>Click here to view and download</p>
<p>I'm running with #RaceForCAASE Team. It's not just a matter of giving back — It's also a matter of self-care! Taking up a good cause is empowering. Join me in making a pledge or make a donation: https://bit.ly/RFCTEAM24</p> <p>Your gift will be matched dollar for dollar!</p>	 <p>HELP END SEXUAL HARM Join the #RaceForCAASE Team!</p>	<p>Click here to view and download</p>
	 <p>HELP END SEXUAL HARM Join the #RaceForCAASE Team!</p>	<p>Click here to view and download</p>

<p>There are so many ways to join the #RaceForCAASE Team! From walking to rolling to running, all abilities and paces are welcome! The only thing that matters is your commitment to a world free of sexual harm. Join me by signing up now: https://bit.ly/RFCTEAM24 or help me meet my goal with a gift: [LINK TO YOUR FUNDRAISING PAGE]</p>	 <p>RACE FOR CAASE 2024 JUNE 6TH <i>Join Our Team Now!</i> CAASE</p>	<p>Click here to view and download</p>				
	 <p>Distances and Fundraising Pledges</p> <table border="1"> <tr> <td>8K RUN Raise \$350</td> <td>5K RUN Raise \$250</td> </tr> <tr> <td>2 MILE WALK Raise \$150</td> <td>TOTS for PEACE SPRINT Raise \$45 Ages 2-10</td> </tr> </table>	8K RUN Raise \$350	5K RUN Raise \$250	2 MILE WALK Raise \$150	TOTS for PEACE SPRINT Raise \$45 Ages 2-10	<p>Click here to view and download</p>
8K RUN Raise \$350	5K RUN Raise \$250					
2 MILE WALK Raise \$150	TOTS for PEACE SPRINT Raise \$45 Ages 2-10					
<p>As a teen, did you miss out on healthy convos about sexuality? Give today's youth that advantage by donating to the #RaceForCAASE! Your gift directly supports their Prevention Education programs and gives students space to talk about sex, boundaries, consent, and more! https://bit.ly/RFCTEAM24</p>	 <p>RACE FOR CAASE TEAM Join or donate to support prevention</p>	<p>Click here to view and download</p>				

Thank you for being a part of the 2024 Race for CAASE Team! Please reach out to Jordan O'Hara Smith, Development Manager at johara@caase.org with questions and learn more about the event on [our website](#).