**TWITTER SAMPLES**

**THANK YOU** for making a difference in the fight against cancer at the University of Wisconsin! Whether you are walking, running or biking, The Ride provides an exhilarating day of fun and meaning to those affected by cancer. However, **THE RIDE IS MORE THAN JUST AN EVENT** in September. It is a year-round campaign that is accelerating cancer research at the University of Wisconsin.

This document serves as a **RESOURCE OF TWITTER POST TEMPLATES** representing participants at all levels of fundraising ambition. Whether your primary goal is to maximize dollars raised for cancer research or simply share your involvement in raising awareness, we applaud your effort in accelerating the brightest cancer minds, ideas and technologies at the University of Wisconsin.

*Would you like to help others by submitting a sample to be included in this document? Please send samples and fundraising best practices to hello@TheRideUW.org.*

**STEPS TO SUCCESS**

The **MOST IMPORTANT ROLE** you have in contributing to the UW cancer mission is to share your Ride journey.   
  
Take a moment and determine your **WHY** and your level of **AMBITION** to accelerate our critical lifesaving efforts being developed today at the UW Carbone Cancer Center.   
  
**WHY** are you walking, running or biking at The Ride?   
  
What is your **AMBITION** in sharing your motivation with others? Are you looking to drive fundraising dollars to the cancer mission or simply share your involvement at The Ride?

A Benefit for Cancer Research at the University of Wisconsin

**RAISED HERE. STAYS HERE.**

TheRideUW.org

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*The goal of this document is to provide a fluid resource for participants in utilizing and contributing email templates that share participants’ involvement and provide contribution opportunities.*

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COMING SOON!

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COMING SOON!

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COMING IN AUGUST!

**MESSAGING OPPORTUNITY: ANNUAL CAMPAIGN RESULTS**

COMING IN OCTOBER!

**AT THE TIME OF REGISTRATION, SAMPLE 1**

*FUNDRAISING ASK #1*



Excited to share that I’ll be doing the [5K, HALF-MARATHON, 25K, 50K, 100K, 100-MILE] [WALK, RUN, BIKE] route at @TheRideUW to advance life-saving cancer research. #TheRideUW

Support me at:

[PERSONAL FUNDRAISING PAGE URL]

[ADD PERSONAL IMAGE]

**AT THE TIME OF REGISTRATION, SAMPLE 2**

*FUNDRAISING ASK #2*

A picture containing website

Description automatically generated

I just registered for @TheRideUW on September 26 and am excited to help accelerate the brightest cancer minds, ideas and technologies at @UWCarbone! #TheRideUW

Support me here:

[PERSONAL FUNDRAISING PAGE URL]

[ADD PERSONAL IMAGE]

**AT THE TIME OF REGISTRATION, SAMPLE 3**

*JOIN MY FUNDRAISING TEAM #1*

A picture containing text, screenshot, person

Description automatically generated

I’m inviting friends to join my fundraising team at @TheRideUW, a cancer research benefit at @UWMadison!

**JOIN ME** as we look to conquer cancer at TheRideUW.org!

#TheRideUW

**AT THE TIME OF REGISTRATION, SAMPLE 4**

*JOIN MY CORPORATE TEAM #1*

A picture containing text, person, screenshot

Description automatically generated

I just registered for @TheRideUW on my company’s peloton team and invite colleagues to join our company’s team and friends to setup their own company team at

***TheRideUW.org/PelotonProgram***

Let’s conquer cancer at @UWCarbone!

#TheRideUW

Graphical user interface, application

Description automatically generated**INVITE OTHERS, SAMPLE 1**

*JOIN ME AT THE RIDE #1*

I’m participating in @TheRideUW for the [FIRST TIME? FOURTH STRAIGHT YEAR?] and would like everyone to join me!

Help accelerate cancer research at @UWMadison at this walk, run and bike benefit. Recap video below.

***https://www.youtube.com/watch?v=nl0jhYI3jy4***

Hope you can join me at TheRideUW.org!

#TheRideUW

**INVITE OTHERS, SAMPLE 2**

*JOIN ME AT THE RIDE #2*

Graphical user interface, application

Description automatically generated

I’m participating in @TheRideUW for the [FIRST TIME? FOURTH STRAIGHT YEAR?] and would like everyone to join me!

Help drive 100% of all participant-raised fundraising dollars to the brightest cancer minds at @UWMadison by joining this fundraising event! Over $1.3M have gone to our Ride Scholars below!

***TheRideUW.org/Scholars***

Hope you can join me at TheRideUW.org!

#TheRideUW