

*Susan G. Komen*  
**MORE  
THAN PINK**  
Orange County WALK™  
September 22, 2019

**2019**  
PARTICIPANT  
TOOLKIT



# OVERVIEW

Thank you for your support as a MORE THAN PINK Walk participant, helping to raise funds for Komen OC as we go beyond breast cancer awareness to take action, fund research, fight with our community, and provide care for the men and women of Orange County. In this toolkit, you will find recommended hashtags, Komen OC social handles, sample captions, graphics and instructions on how to fundraise through Facebook. These guidelines will help you to spread the word about your participation, and encourage others to support you and your fundraising goals.

# SUSAN G. KOMEN ORANGE COUNTY

## #HASHTAG

We encourage you to use the hashtag **#WhyIWalkKomen** in all social media shares in order to unify the campaign should you chose to post. Other hashtags that you may want to include are:

**#morethanpink #breastcancerresearch #metastaticbreastcancer**

**#breastcancerawareness #breastcancerresearch #komenoc #susangkomen**

**#courage #breastcancer #cancer #orangecounty #orangecountyca**

## SUSAN G. KOMEN ORANGE COUNTY HANDLES

 **@komenoc**

 **@KomenOrangeCounty**

 **@KomenOC**



## CONTENT

Sample social media captions:

### CAPTION #1:

I'm teaming up with **@komenoc** to go beyond breast cancer awareness and take ACTION as part of their MORE THAN PINK Walk. Join me by registering for the inaugural event on September 22 at [komenoc.org/walk](https://komenoc.org/walk) **#WhyIWalkKomen**

### CAPTION #2:

I'm proud to be a part of **@komenoc's** MORE THAN PINK Walk on September 22. Join me as we put aside everything else in our lives to share our stories, our laughter and our tears; to raise money to save lives. Register to walk alongside me or show your support by making a donation at [komenoc.org/walk](https://komenoc.org/walk). **#WhyIWalkKomen**

### CAPTION #3:

Join me and **@komenoc** in the fight against breast cancer at the MORE THAN PINK Walk on September 22. Together we are more than one person dealing with this devastating disease, we are a community fighting back. Sign up or donate at [komenoc.org/walk](https://komenoc.org/walk) **#WhyIWalkKomen**



# SUSAN G. KOMEN ORANGE COUNTY

## SNAPSHOT OF SOCIAL MEDIA GRAPHICS



DOWNLOAD ASSETS

To download the full library of graphics, please click the download assets button.

Instagram



Instagram Stories



Twitter



## FUNDRAISE FROM FACEBOOK

Did you know you can fundraise directly from Facebook? Reach your goals faster by inviting friends, sharing updates, and collecting donations. The money you raise on Facebook will count toward your goal.

**Step 1:** Login to your Fundraising Center. If you're not registered yet, register for the event and you'll be taken directly to your Fundraising Center once your registration is complete.

**Step 2:** Scroll down to the blue bar and click the white "Connect Fundraiser to Facebook" button.

**Step 3:** If you've never used the Komen Facebook fundraising app, it will take you through a series of steps to confirm you want to link your Fundraising Center.

**Step 4:** Once you're done editing, click the "Create a Facebook Fundraiser" button.

Once everything is set up, the blue area on your page will change to include the direct link to your Facebook Fundraiser, and also a button to visit the page.

For more detailed information including troubleshooting click [here](#).

