MOM-A-THON

TEAM TOOLKIT

2020

CURAMERICAS GLOBAL

SOCIAL MEDIA MATERIALS

Social media is a powerful microphone. Use the short guide below to harness your social media platforms to fuel your Mom-A-Thon fundraiser and inspire a better life for moms and babies across the globe. We've provided a folder of potential images you're welcome to use **here**. We would love to be tagged in your posts!

Sample Facebook posts

DYK: 830 moms die every year in forgotten communities due to preventable causes?Please help me raise [insert your goal] so that @CuramericasGlobal can provide life-saving medical care for one mom and her family. Make your gift at [insert fundraising link or run.curamericas.org]. Together, we can change lives.#racetosavelives #momathon

Every mom and child deserves access to health care and education that can prevent curable diseases. Please help me raise [insert your goal] so that @CuramericasGlobal can provide life-saving medical care for one mom and her family. Become part of their story by giving today – [insert fundraising link or run.curamericas.org].#racetosavelives #momathon

Sample Instagram posts

When a mom and her family receive life-saving medical care, they go on to transform the world. Help me raise [insert your goal] so that @CuramericasGlobal can save the lives of moms and babies across the globe. Become part of their story by giving today – donate through the link in my bio. #racetosavelives #momathon

For just $28 you can provide life-saving medical care to a mother and her family for an entire year. Please help me raise [insert your goal] to save the lives of mom and babies in forgotten communities. Become part of their story by giving today – donate through the link in my bio. #racetosavelives #momathon

Sample Twitter post

Please help @Curamericas save the lives of mom and babies in underserved communities. Donate today at [insert fundraising link or run.curamericas.org]. #racetosavelives #momathon

VIRTUAL EVENTS

Community is one of the most important things we have, especially during a time when many of us have been distanced from one another. The Curamericas Global family has been working hard to try to stay connected, and one of the most effective tactics we've found is virtual events.

To raise funds and continue to build strong communities together, we've put together some ideas for how you could host virtual events to raise funds for your Mom-A-Thon team. Check out the tools and ideas below and reach out to us with any questions!

Zoom Trivia Nights

Use this opportunity to connect with your friends and family! Consider hosting a Zoom Trivia Night as a way to raise funds for your Mom-A-Thon team by using some of the following tactics:

- Ask folks to give a $5 donation to play
- Using the pool of donations, offer one big donation in the name of the winner of the event

Trivia can be about whatever your crew is interested in, but the Curamericas website has lots of great facts about child and maternal health! :)

Facebook Fundraisers

This easy fundraising option harnesses the power and reach of social media by simply asking for donations online. Share your fundraising link and your set goal and ask your friends, family and followers to help support the mission! Check out the Social Media Toolkit for some potential posts for your page. We would love to be tagged in your posts!

Virtual Interactive Events

If trivia and zoom meetings aren't your style, don't worry - there are plenty of other fun things to do online. Consider hosting a Facebook Live event where you do an interactive activity and ask for donations. Our Young Professionals Board has hosted calligraphy classes, virtual workouts and bingo! Pick your passion and put it to work for Curamericas Global. If you're doing a Facebook Live, give us a tag so we can share it on our page!

QUESTIONS?

Send us an email at MomAThon@curamericas.org

Additional resources:

Posters

Digital Images

Logos

Follow us on social media
@CuramericasGlobal