



Fill the Boot End of Year Sample Social Media Posts

The Holiday season is just around the corner which gives your Local, members, family and friends several opportunities to raise income for MDA and increase year-end fundraising totals. Utilize the social media tips, sample posts, and social media graphics provided to leverage the power of social media to engage followers and encourage them to like, donate and share.

Mention on Facebook [Muscular Dystrophy Association](#)

Tweet: [@MDAorg](#)

Tag: [@MDAorg](#) [#MDA](#) [#FilltheBoot](#) [#FTB500KChallenge](#)

Here are some simple ways to help us on your social media channels:

- Follow us on social at [@MDAorg](#) and share the [#MDA](#) [#FilltheBoot](#) content from our [Facebook](#), [Instagram](#) and [Twitter](#), tagging us!
- Use a hashtag to identify your city or region (i.e. [#Denver](#) [#SoCal](#)) to help you promote and track conversations about the FTB program in your area.
- Keep things visual to help boost your post! Use photos from past Fill the Boot events or from your visits to MDA Summer Camp. For photos of MDA families, please get permission from the family and/or the Muscular Dystrophy Association before posting on your locals and department pages.
- For Facebook and Twitter, always include your Local's Virtual Fill the Boot link. If you need help finding your link, please consult your MDA Regional Manager. If your local doesn't have a page, use this URL at the end of your posts to direct followers to donate at https://bit.ly/MDA_FT20.
 - Please do not change the link in any way. It has been tagged so that it can be tracked to determine usage and effectiveness.

[Sample Posts](#)

Giving Tuesday

- Help [\[LOCAL#\]](#) support [@MDAorg](#) and [#FilltheBoot](#) this [#GivingTuesday](#). Join us to celebrate the spirit of giving by donating online today and sharing this post! Together we can make a difference. [#FTB500KChallenge](#) [\[INSERT VIRTUAL FILL THE BOOT LINK\]](#)
- While you may not see fire fighters out in the community with boots this year, we are doing [#FilltheBoot](#) virtually for [@MDAorg](#). This [#GivingTuesday](#), join [\[LOCAL#\]](#) and give more than a gift to help transforming the lives of people affected by muscular dystrophy, ALS, and related neuromuscular diseases. [#FTB500KChallenge](#) [\[INSERT VIRTUAL FILL THE BOOT LINK\]](#)
- Help us reach our [#GivingTuesday](#) goal of [\[\\$X,XXX\]](#) for [@MDAorg](#)! Join [\[LOCAL#\]](#) and [#FilltheBoot](#) to help transform and save lives today. [#FTB500KChallenge](#) [\[INSERT VIRTUAL FILL THE BOOT LINK\]](#)



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Cyber Monday

- For 66 years, fire fighters have been raising awareness and funds for @MDAorg. This holiday season join [LOCAL#] and help save and transform the lives of people affected by muscular dystrophy, ALS and related neuromuscular diseases while you shop. Visit <http://smile.amazon.com>, select “Muscular Dystrophy Association” from the list of organizations and start shopping and supporting!
- This holiday season choose to shop Amazon Smile for your holiday gifts and Amazon will donate 0.5% of your total purchase to your charity of choice. We recommend that you visit <http://smile.amazon.com>, and select “Muscular Dystrophy Association” from the list of organizations. Start shopping today!

Black Friday/Holiday Shopping – Parking Lot & Store Front Collections

- Join [LOCAL#] and be part of the tradition to help us #FilltheBoot for @MDAorg on [DATE] at [LOCATION]! Every dollar helps make the difference. If you can't stop by in person you can donate online by clicking on the link below. #FTB500KChallenge [INSERT VIRTUAL FILL THE BOOT LINK]
- For 66 years, fire fighters have stood on the front lines for MDA. We are not letting COVID stop us. Be part of the tradition and help [LOCAL#] #FilltheBoot for @MDAorg on [DATE/TIME] at [LOCATION]. If you can't stop by in person you can donate online by clicking on the link below. #FTB500Kchallenge [INSERT VIRTUAL FILL THE BOOT LINK]
- We fire fighters do more than protect the community – we give back, too! Join us by donating to the [CITY] #FilltheBoot drive on [DATE/TIME] at [LOCATION] See you then! If you can't stop by in person you can donate online by clicking on the link below. #FTB500Kchallenge [INSERT VIRTUAL FILL THE BOOT LINK]

Drive Thru Fill the Boot

- We are excited to announce that we will be supporting @MDAorg again this year with a Drive Thru #FilltheBoot. Join us at [LOCATION] on [DATE] between the hours of [TIME]. Come by, donate, and help us support a great cause. If you can't stop by in person you can donate online by clicking on the link below. #FTB500KChallenge [INSERT VIRTUAL FILL THE BOOT LINK]
- 2020 has presented several challenges for all of us but that it is not going to stop the members of [LOCAL #] from supporting @MDAorg! This year's #FilltheBoot will be a Drive Thru Event. Stop by [LOCATION] on [DATE] between the hours of [TIME] and drop your cash and coins in the boot! If you can't stop by in person you can donate online by clicking on the link below. #FTB500KChallenge [INSERT VIRTUAL FILL THE BOOT LINK]