

Social Guide for Fill the Boot



Social media is a powerful and simple way to promote your Fill the Boot, both in your community and within your department. If you post just three times to each audience, you can increase awareness and donations.

Always tag @MDAorg for a chance to have your event shared at the national level. See below for messaging goals, and check the back for sample posts you can use or customize.

YOUR COMMUNITY

External Facing Pages

YOUR FIRE FIGHTERS

Private Internal Groups

PRE-EVENT

Week Before Event

- Announce upcoming event
- Include dates, times, and locations
- Share a photo or video from last year
- Explain what donations support
- Encourage community to stop by and donate

- Share event dates, times, and location
- Post sign-up or shift coverage details
- Share a photo from last year to build excitement
- Remind fire fighters why Fill the Boot matters

DURING EVENT

Live From Event

- Post photos or short videos from event
- Share where you are and how long you'll be there
- Thank the community for showing up and donating
- Highlight fire fighters going above and beyond
- Include a donate link if available

- Post live updates from different intersections
- Encourage fire fighters to stop by and support each other
- Share quick wins
- Remind crews to take photos and videos
- Keep energy high and thank members in real time

POST-EVENT

Day After Event

- Announce total raised and celebrate the community
- Thank donors and supporters
- Share best photos from the event
- Connect dollars raised to the real impact on MDA families
- Tease next year and keep the tradition going

- Share total raised (or early estimate)
- Thank fire fighters for their time and effort
- Highlight standout moments or stories
- Share photos from the event
- Reinforce impact and pride in the department

Fill the Boot Sample Posts



YOUR COMMUNITY

External Facing Pages

PRE-EVENT

Week Before Event

Fill the Boot for @MDAorg is coming [Date] [Time] at [Location]. Our fire fighters will be out collecting donations to support families living with neuromuscular disease. Since 1954, this tradition has brought communities and fire fighters together to make a difference.

Stop by, say hello, and help us make an impact! Can't make it out? You can start supporting today by donating here [Online Donation Link] 🧡💙 #FillTheBoot

YOUR FIRE FIGHTERS

Private Internal Groups

Fill the Boot is coming [Date] [Time] at [Location]. Since 1954, fire fighters have shown up for MDA families and that continues with us. The funds we raise support families in [State] with care, resources, and advancing research that changes lives.

It takes every one of us to make this successful. If you want to get more involved in planning or leadership, now is the time to step up. Learn more about the impact here at www.mda.org 🧡

DURING EVENT

Live From Event

Fill the Boot for @MDAorg is LIVE! Fire fighters are at [Location] until [Time] collecting donations and connecting with the community.

Thank you for showing up and supporting this fire fighter tradition. Every dollar raised today helps provide resources, care, and progress toward treatments for neuromuscular disease.

Stop by and see us or donate here [Online Donation Link] 🧡 #FillTheBoot

Fill the Boot is LIVE! Crews are at [Location] and the day is underway. This is what we do. We show up for our community and we carry on a fire service tradition that started in 1954. Every dollar in the boot supports families living with neuromuscular disease.

Keep pushing, check in on each other, and remember to snap photos and videos. It takes all of us working together to make this count 🔥

POST-EVENT

Day After Event

THANK YOU, [COMMUNITY] 🧡💙
Together, we raised [\$Total] for @MDAorg.

These funds will help provide care, resources, and support for families living with neuromuscular disease, while also advancing critical research.

Thank you for standing with our fire fighters and being part of this tradition since 1954. We are proud to serve you and grateful for your support 🧡 #FillTheBoot

What a day! Together we raised [\$ Total] for MDA. Because of you, MDA families in [State] will receive support, care, and hope.

Amazing work team, thank you to everyone who stepped up. If you want to take on a bigger role next year, let's start that conversation now. It takes everyone and you showed what that looks like. Be proud, together we make a difference 🧡👏



Stronger communication means bigger impact.

Scan for additional media tools and resources to make it happen.