

Fill the Boot

Social Guide for IAFF Locals



We're thrilled to have you on board for 2023 Fill the Boot and we want to equip you with the best tools to make a difference. For over 70 years, MDA has been at the forefront of accelerating research, advancing care, and advocating for families affected by neuromuscular disease. Together, we can empower those we serve to live longer, more independent lives. So let's get started and leverage the power of social media to engage your followers and spread awareness about MDA's mission.

Engage with MDA

Follow @MDAorg on Instagram, Facebook, Twitter, TikTok, and LinkedIn to stay updated on our latest events and progress. For an opportunity to have your post reshared, always make sure to always tag @MDAorg and use #FillTheBoot when posting.

Social Support

We have compiled a list of tips and tricks to help you effectively use social media to support your Fill the Boot events. By implementing these strategies, you can maximize the impact of your social media efforts and create a successful Fill the Boot campaign.

- **Keep things visual:** 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 MDA before posting.
- **Call to action:** Always include your Local's custom Fill the Boot URL in your posts to direct followers to donate online. Not sure of your Local's custom Fill the Boot URL? Reach out to your MDA Contact.
- **Share behind-the-scenes footage:** Share photos and videos of the event preparations to create excitement and anticipation.
- **Leverage hashtags:** Use relevant hashtags to reach a wider audience interested in your cause. Hashtags identifying your territory (i.e. #Omaha) can help you promote and engage within your city.
- **Engage with followers:** Respond to comments and messages and express gratitude for the community's support.

Turnkey Year-Round Social Calendar

Our new turnkey year-round social calendar is designed to be plug and play, so you can easily implement it into your social media strategy. It creates exciting buzz around your Fill the Boot event and expresses gratitude towards your community for their generosity. Additionally, it highlights important dates in the neuromuscular disease community, allowing you to raise awareness and share MDA's mission. Includes:

- Suggested posting dates
- Customizable copy for posts
- Graphics, images, examples below:



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Additional Sample Posts

- Did you know that Fill the Boot donations help fund MDA Care Centers, where people with neuromuscular diseases receive comprehensive medical care and support? Join [Local/department name] in [Month] at our Fill the Boot for @MDAorg to support this important cause. #FillTheBoot
- For almost 70 years, fire fighters across the country have filled the boot to raise funds for @MDAorg's critical research and advocacy efforts. Our Fill the Boot is [date/time/location]. Let's show our support for those in our community living with neuromuscular disease. #FillTheBoot
- Thanks to Fill the Boot donations, @MDAorg is able to provide life-changing resources and support for individuals and families affected by neuromuscular diseases. Join us in making a difference. #FillTheBoot
- Dollars from Fill the Boot support @MDAorg's Summer Camp program, which provides a fun and empowering experience for children with neuromuscular diseases. Let's help make a difference in their lives. #FillTheBoot
- Fill the Boot donations have directly helped @MDAorg fund groundbreaking research into treatments for neuromuscular diseases. Join us in supporting this important cause. #FillTheBoot
- Since 1954, fire fighters across the country have filled the boot to support @MDAorg's mission of helping people with neuromuscular diseases live longer and grow stronger. Join us in making a difference. #FillTheBoot
- Fill the Boot donations help fund @MDAorg's advocacy efforts, which aim to improve the lives of people with neuromuscular diseases by increasing access to care and treatments. Let's support this important work. #FillTheBoot
- We Fill the Boot to honor the courage and strength of those living with neuromuscular diseases. Let's come together as a community to support @MDAorg and make a difference. #FillTheBoot