



Scooper Schools



Social Media Toolkit #ScooperBowl

Connecting with our online community is a great way to get involved! Follow us on Facebook, Twitter, Instagram, and Pinterest! Here is how you can contribute:

- Post on the Jimmy Fund Facebook page so that our community has the opportunity to find the great work you're doing
- Include [#ScooperBowl](#) when you post photos and videos about your fundraising efforts on Facebook, Twitter, Instagram, and Pinterest.
- Comment on a post or tweet [@TheJimmyFund](#) and share your thoughts with us!
- Tag [@TheJimmyFund](#) in your photos on Instagram

Share with your community why you are participating in the Scooper Schools program. The best posts come from you, but if you are stuck feel free to use these suggested posts to get started:

- We are fighting cancer w/ [@TheJimmyFund](#)! Join us at (EVENT LOCATION) for a [#ScooperBowl](#) fundraiser! **(include a link to your fundraising page)**
- My class is fundraising for the [#ScooperBowl](#)! Help us support [@TheJimmyFund's](#) fight vs. cancer! Please give to my cause: **(include a link to your fundraising page)**
- Help my scooper school raise funds to benefit [@TheJimmyFund](#) & win tickets to the [#ScooperBowl](#)! Give now: **(include a link to your fundraising page)**
- Teaching kids the importance of charity through [@TheJimmyFund's](#) scooper school program! Learn more: [#ScooperBowl](#) (include a link to your fundraising page)

Some quick tips to help along the way:

- Personalize your Scooper School fundraising page with a picture of your team
- Post pictures of your fundraising efforts throughout the year
- Update your followers on your fundraising progress

Email scooper_bowl@dfci.harvard.edu to share exciting news and milestones with us!

Have Questions?

Contact Lizzie Seburg at scooper_bowl@dfci.harvard.edu or 617-632-3611.

www.ScooperBowl.org