



Sunday, September 28, 2028

Social Media Toolkit

Get Ready to Share on Social Media!

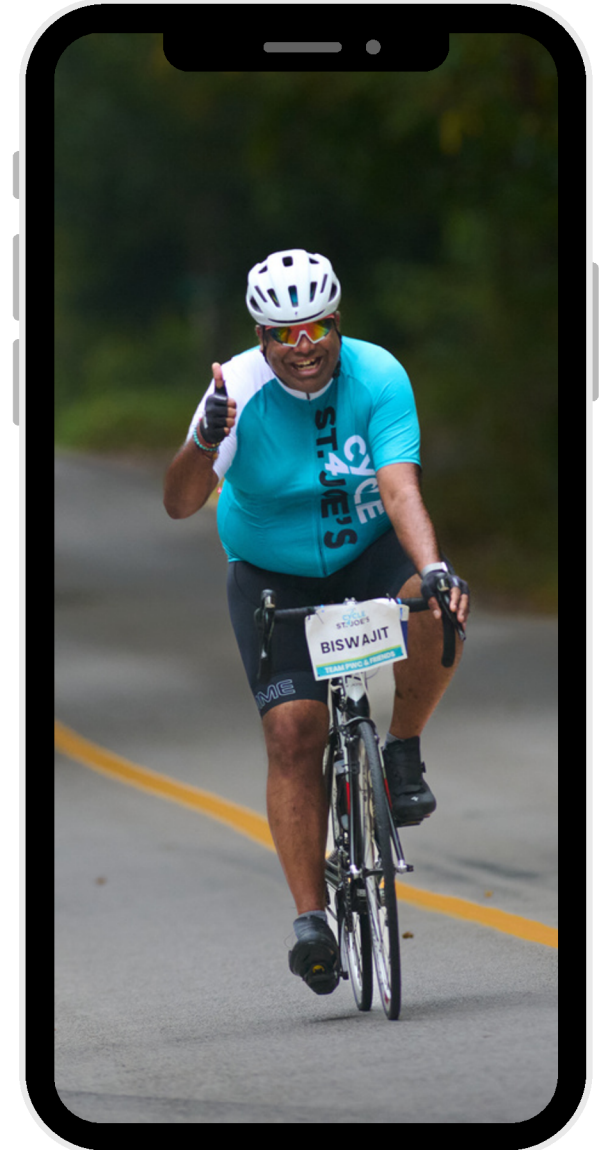
Before you start posting, complete these important steps:

Customize Your Personal Page: Log in to the Cycle 4 St. Joes Participant Centre and personalize your page.

Add Your Name: Ensure your page URL is personalized with your name. Click on “URL Settings” to make this change.

Personalize Your Message: Write an intro message so visitors know it's you and why you're participating in Cycle 4 St. Joes.

Add an Inspiring Photo: Take a photo that resonates with your story and include it so that it motivates others. Visit <http://cycle4stjoes.ca> to see our photo album for photos you can use. You can find Cycle 4 St. Joe's graphics included with this kit for you to use too!



Our Social Media Handles

Don't forget to tag us:

📷 @StJoesFoundationTO

📘 @StJoesFoundationTO

✖ @StJoesFdnTO

📺 @StJoesFoundationTO

#Cycle4StJoes,
#BuildExtraordinary,
#TransformingHealthcare,
#Extraordinary #CloseToHome.



Sample posts and tips

X

I am doing something extraordinary! Support great healthcare close to home. Join me in my ride for #Cycle4StJoes and help @StJoesFdnTO deliver better care.

#ImpactIsEverywhere #BetterCareForAll
#TransformingHealthcare #Cycle4StJoes
#ImpactIsEverywhere #BetterCareForAll
#TransformingHealthcare #Cycle4StJoes

I #Cycle4StJoes because @StJoesFdnTO helps thousands every day — and one day, it could be me or someone I love. You build extraordinary. Help deliver the best care possible: join me or donate today. [Insert URL to your personal donation page]

#ImpactIsEverywhere #BetterCareForAll
#TransformingHealthcare #Cycle4StJoes
#ImpactIsEverywhere #BetterCareForAll
#TransformingHealthcare #Cycle4StJoes

Tips:

- Use inspiring images or videos of you on your bicycle to make your posts stand out.
- Share updates weekly to keep your followers engaged

Instagram

I'm proud to share that I will #Cycle4StJoes on Sunday, Sept. 28!

I'm motivated to support @StJoesFoundationTO because I want to help enhance the quality of care for my west-end community — and together, we can build extraordinary.

Please ride with me and raise funds, or donate to my ride here: [Insert URL to your personal donation page]

#ImpactIsEverywhere #WestToronto #BetterCareForAll
#TransformingHealthcare

Our west-end hospital has been delivering care for over 100 years. Everyone needs great care close to home — and your support helps build extraordinary care for our community. That's why I #Cycle4StJoes.

I will go the distance like @StJoesFoundationTO did for me [OPTION: or my loved one], and I'm raising funds to help ensure they have the spaces and equipment needed to care for all my west-end neighbours when they need it most.

Grab your bike and register to cycle and raise funds — or please donate to my ride: [Insert URL to your personal donation page]

#ImpactIsEverywhere #WestToronto #BetterCareForAll
#TransformingHealthcare

Tips:

- Post with a compelling image, like you in your helmet or from last year's ride.
- Share quick videos of your training or preparation.
- Aim to post at least once a week.

Sample posts and tips

Facebook

I #Cycle4StJoes because I know that every single day, our west-end community hospital cares for thousands of people — and is constantly working to enhance the quality of healthcare close to home.

One day, it might be me or someone I love who needs that care. That's why I'm riding to support @StJoesFoundationTO and to help ensure they can continue to deliver the best patient care possible.

Together, we can build extraordinary.

Join me and cycle for care — or donate to support my ride:

[Insert URL to your personal donation page]

#Cycle4StJoes #BuildExtraordinary #ImpactIsEverywhere
#BetterCareForAll #TransformingHealthcare #WestEndToronto

Tips:

- Share your personal stories and reasons for participating.
- Include a link to your donation page. Post updates regularly to engage your network.

LinkedIn

On Sunday, September 28, I've committed to cycle [X km] and raise [\$X] in support of @StJoesFoundationTO.

St. Joe's is there for thousands of people in our community every single day — and one day, it might be me or someone I love. That's why I'm riding: to help ensure St. Joe's can continue to deliver the best care possible, with the right spaces, equipment, and support.

Together, we can build extraordinary.

Please join me and #Cycle4StJoes, or consider donating to my ride: [Insert URL to your personal donation page]

#BetterCareForAll #TransformingHealthcare
#BuildExtraordinary #Cycle4StJoes #ImpactIsEverywhere
#HealthcareThatHeals

Tips:

- Highlight your commitment and the impact of your participation. Mention specific goals (distance, fundraising amount, fundraising deadline).
- Encourage professional connections to join or support you.

Thank you, we can't wait to see you on Sept 28

- Challenge yourself with one of 4 routes and ride on your own or as part of a team.
- The event kicks off at 7:00am with registration followed by a power-up breakfast & opening ceremony.
- Cyclists ride through the scenic countryside of Milton, starting outside the Mattamy National Cycling Centre and finishing in the same spot for a celebratory festival-style BBQ lunch provided by Woody's Burgers, a ride tradition.
- You'll also enjoy the return of favourites like Tony 'Too Tall' Fletcher as our lively host, the tastes of Great Lakes Brewery.
- Cycle for a chance to **win prizes** to reward you for your fundraising efforts—you'll surely want to earn a coveted jersey or cycling jacket!



Raise
\$250



Raise
\$750



Raise
\$2500+





We're happy to help!

We'd love to answer your questions and support you. Feel free to reach out at events@stjoestoronto.ca

For more information be sure to check out www.cycle4stjoes.ca