

## Row 4 Dough: Participant Social Toolkit

Thank you so much for participating in the 2023 Illinois Law Enforcement Torch Run Row 4 Dough to benefit Special Olympics Illinois. Please use the buttons below to find materials that will help guide you in your communication as you are fundraising this year.

We encourage you to personalize your messaging and share your WHY. Tell others the reason you are participating in this event and what Special Olympics Illinois means to you by sharing your stories, pictures, and experiences.

Again, we thank you for your commitment to supporting Row 4 Dough and Special Olympics Illinois. For questions regarding the social toolkit specifically, please contact Lauryn at [lhaas@soill.org](mailto:lhaas@soill.org). For additional questions about the 2023 Row 4 Dough event, please contact your local region or email Vanessa Campos at [vcampos@soill.org](mailto:vcampos@soill.org).

### Sample Social Posts

The hashtag for this event is **#Row4Dough**. We ask you to please use this in your posts as well as tag the applicable Special Olympics Illinois social channels and Illinois LETR social channels.

#### Post #1

Row, row, row for the awesome athletes of Special Olympics Illinois! I've pledged to row [DISTANCE] this fall in the Illinois Law Enforcement Torch Run #Row4Dough challenge. Why? Because the money raised will go toward year-round sports competition, health education, leadership, and personal development opportunities for athletes across the state with intellectual disabilities.

Please help me make a difference for these athletes. Donate here: [INSERT PERSONAL FUNDRAISING LINK]

#### Post #2

I'm gettin' my sweat on this fall at the Illinois Law Enforcement Torch Run #Row4Dough. That's right! I've chosen to row [DISTANCE] to help support the Special Olympics Illinois mission of creating a world where people with and without intellectual disabilities are fully integrated together in the community. [INSERT PERSONAL FUNDRAISING LINK]

#### Post #3

Let's all PULL TOGETHER and help build a world of inclusion. This fall, I've pledged to row [DISTANCE] at the Illinois Law Enforcement Torch Run #Row4Dough. Together, we can help transform the lives of people with intellectual disabilities, allowing them to realize their full potential in sports and in life. Let's make it happen!

Donate: [INSERT PERSONAL FUNDRAISING LINK]

#### Post #4

Support with sweat. Join me in helping to create a more inclusive world by donating to my Illinois Law Enforcement Torch Run #Row4Dough goal today. Go to [INSERT PERSONAL FUNDRAISING LINK] to donate.

## Social Graphics

Below, please find social graphics sized for posts on your newsfeed or timeline; stories on your social channels; and your account profile. To save these images on your desktop, simply right click and select "save image as." On mobile, press and hold until a prompt pops up and save the image on your camera roll.

### Facebook and Instagram Posts:



### Social Stories:



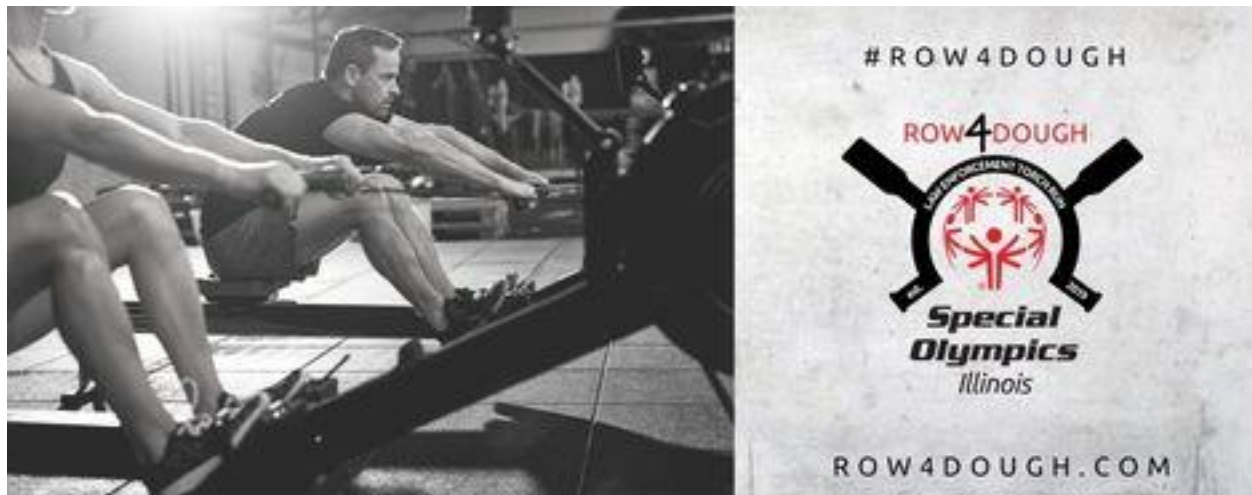
Help me  
support  
while I sweat

## Twitter and LinkedIn Posts:



## Email Banner

Add some color to your emails. Include this image in your email signature to remind everyone of Row 4 Dough and how to participate by hyperlinking the image to [row4dough.com](http://row4dough.com) or your personal fundraising page. To save this image on your desktop, simply right click and select "save image as." On mobile, press and hold until a prompt pops up and save the image on your camera roll.



## Social Profiles

Please connect with **Special Olympics Illinois** and **Illinois Law Enforcement Torch Run** through our social media channels. Don't forget to tag us in your posts throughout Row 4 Dough season so we can stay up-to-date with your activities leading up to the big event.