

# Share your Coastrek journey on social media



## Not sure where to start? Try these five easy ideas:

- 1 Update your bio with a direct link to your fundraising page
- 2 Tell your network why you're hiking for healthy hearts
- 3 Share how committed you are by creating videos and reels of your training
- 4 Make it easy, ensure they know you're asking for donations
- 5 Don't forget to add our social handles and hashtags to each post:

#coastrek | #hikingforhealthyhearts | @coastrek | @heartfoundationau

➔ If you want to go the extra mile, create a Facebook or Instagram page dedicated to your Coastrek Challenge

- Your team's name can be your page name
- Give access to all members of your team
- Invite family and friends who are interested in supporting your trek

# Keep upping the ante each week with our 13-week posting guide

## Week 1

### Let's start simple

Spread the word by telling your family, friends, colleagues, and neighbours that you're hiking for healthy hearts. Ask them to join your extended team by donating.

Use this file to get started →



## Week 2

### It's time for an introduction to the team, share below:

- Team's name and why
- Team members
- Why you decided to hike for healthy hearts

Share a team or individual photo with your post →

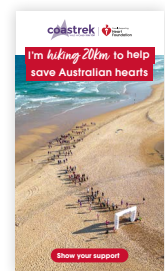


## Week 3

### This week, challenge your followers to dollar match your hike. Try this:

*I'll be hiking \_\_km, will you donate \$1 for every km I hike?*

Share in a story, just add text to our pre-set images in fundraising resources →



## Week 4

### Promote your fundraising event

If you're hosting an event, make sure everyone knows about it this week. Create a Facebook event page and invite your friends and family.

## Week 5

### Will your team be the best dressed?

Show how committed you are to supporting Aussie hearts by sharing your custom outfits.

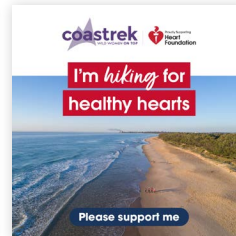
If you need ideas, add a question box to your story and ask for suggestions.

## Week 6

### You're halfway through your training program

How's your fundraising going? Share your fundraising page and give your followers an update.

#### Suggested posts to share



## Week 7

### Recruit your cheer squad

We are always looking for more people to join our community of volunteers. This week, ask your friends and family if they want to be part of the action and cheer you on by volunteering their time. Direct them to sign up at: [www.coastrek.com.au/volunteer](http://www.coastrek.com.au/volunteer)



## Week 8

### Now's the perfect time for a reel! Use our [how-to video](#)



Get your team together for a training session.

- Use short videos and images
- Talk to the camera
- Tell your followers how you're feeling

## Week 9

### Give a shoutout

This week, give a shoutout to anyone who has donated. It's a good time to remind them of the impact their gift will make, try posting this:

*Thank you for supporting my hike for healthy hearts. Your gift is helping raise funds to support life-saving heart research for the Heart Foundation.*

## Week 10

### Do your friends or family have a connection with heart disease?

Chances are they have. Donating to your fundraiser will help support women's hearts. Try adding some statistics to your post for impact.



Almost every hour of every day, an Australian woman dies of heart disease.



On average every day, 20 Australian women lose their lives to heart disease.



Every day, more than 50 Australian women go to hospital due to a heart attack.

## Week 11

### Create a thank you video



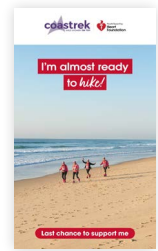
Talk to the camera and create a story thanking everyone who has helped you through your training, supported you with fundraising events or has donated so far.

## Week 12

### Final countdown

Let everyone know, there is one week to go!

Last chance tiles are perfect for this one →



## Week 13

### Woohoo you did it!

Share your photos from your trek in a reel or story. Let everyone know how much money was raised and your step count.



Log in to your Coastrek dashboard to download resources  
[www.coastrek.com.au/fundraising-resources](http://www.coastrek.com.au/fundraising-resources)

# Asking for donations is easy! Simply copy and paste your message, fill in the details, pick a social file and post!

**1** I've signed up to hike for healthy hearts with Coastrek! I'll be taking on a life-changing adventure by hiking **<distance>** km and I'd love your support. Every dollar raised will support the Heart Foundation to help save women's hearts. Please help me reach my goal by donating to my fundraising page.

**2** I'm training for Coastrek. You can help me raise life-saving funds for the Heart Foundation by donating to my fundraising page.

**3** Around 7,000 women die of heart disease in Australia each year so I'm hiking for healthy hearts with Coastrek. You can help by donating to my fundraising page.

**4** Help me raise funds to support life-saving heart research for the Heart Foundation. You can support me by donating to my fundraising page.

**5** **<team members>** and I are hiking for healthy hearts at Coastrek. Be part of our extended team to help us reach our fundraising goal of \$**<fundraising goal>**. Donate to our fundraising page now!

**6** I'm taking on an epic adventure of fun, fitness, friends and fundraising, proudly supporting the Heart Foundation by taking on Coastrek 2024. Be part of my extended team to help save women's hearts by donating to my fundraising page.

**7** Taking on Coastrek is my personal challenge. Donating is easy. Head to my fundraising page to donate. All donations go to the Heart Foundation to help save women's hearts. Thank you!

**8** I've almost hit my fundraising goal! Donate today and support the life-saving work of the Heart Foundation. Every dollar counts!

Visit [www.coastrek.com.au/fundraising-resources](http://www.coastrek.com.au/fundraising-resources) for more shareable social files and story templates

