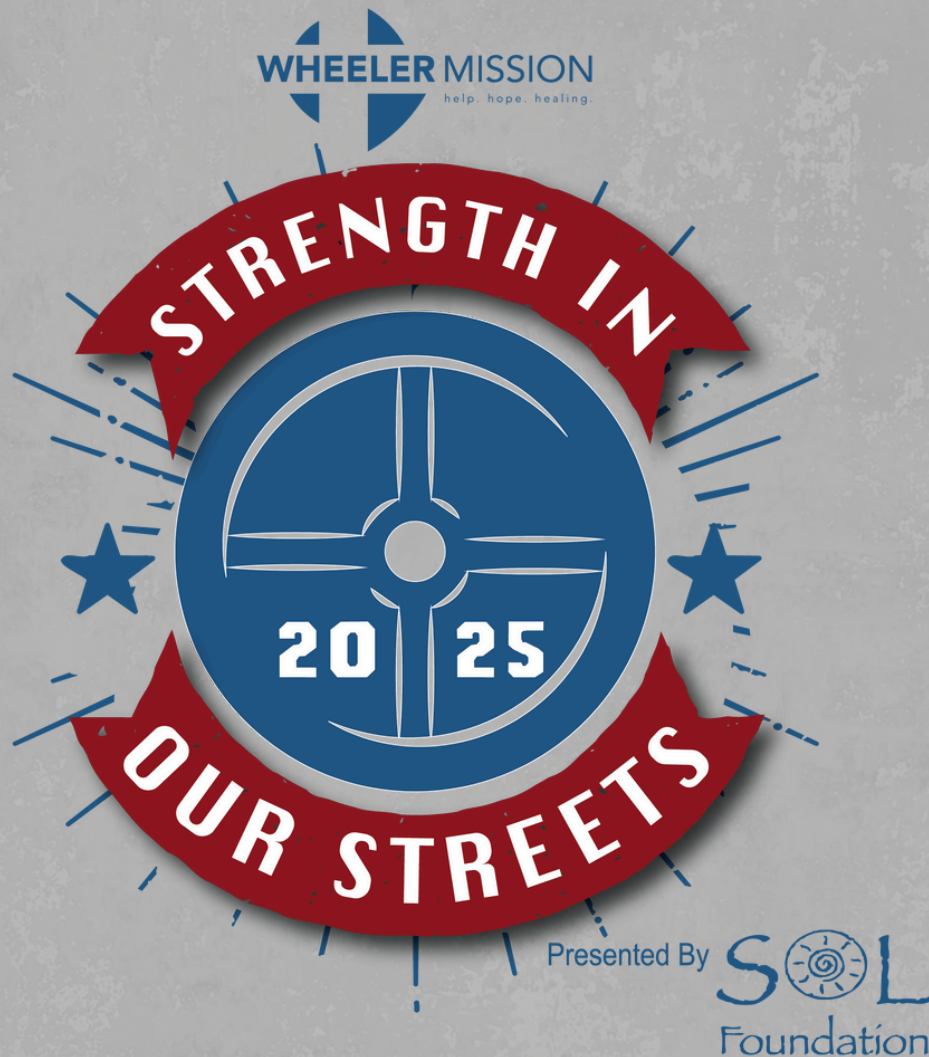


WHEELER MISSION

STRENGTH IN OUR STREETS

SOCIAL MEDIA & FUNDRAISING TOOLKIT



SATURDAY, SEPTEMBER 20, 2025
PARK TUDOR SCHOOL
BENEFITTING WHEELER MISSION

We're thrilled that you are participating in this years Wheeler Mission Strength In Our Streets is happening Saturday, September 20, 2025 Park Tudor School!

Your support helps make this day impactful to allow Wheeler Mission to support those experiencing homelessness in our community!

To help spread the word and promote this exciting event, we've assembled this toolkit with resources, templates, and suggested messaging. It's a great starting point to amplify your support and engage others and access tools to help with peer to peer fundraising!

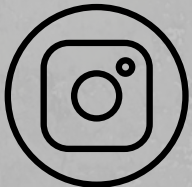
Be sure to use our official hashtag #StrenghtInOurStreets in your social media posts training for the tournament and at the event, and follow our Strength in Our Streets social media pages for updates as we approach the event.

The Strength in our Streets Event supports Wheeler continue to give support and care to those who are currently experiencing homelessness in Indiana.

SOCIAL HANDLES TO FOLLOW

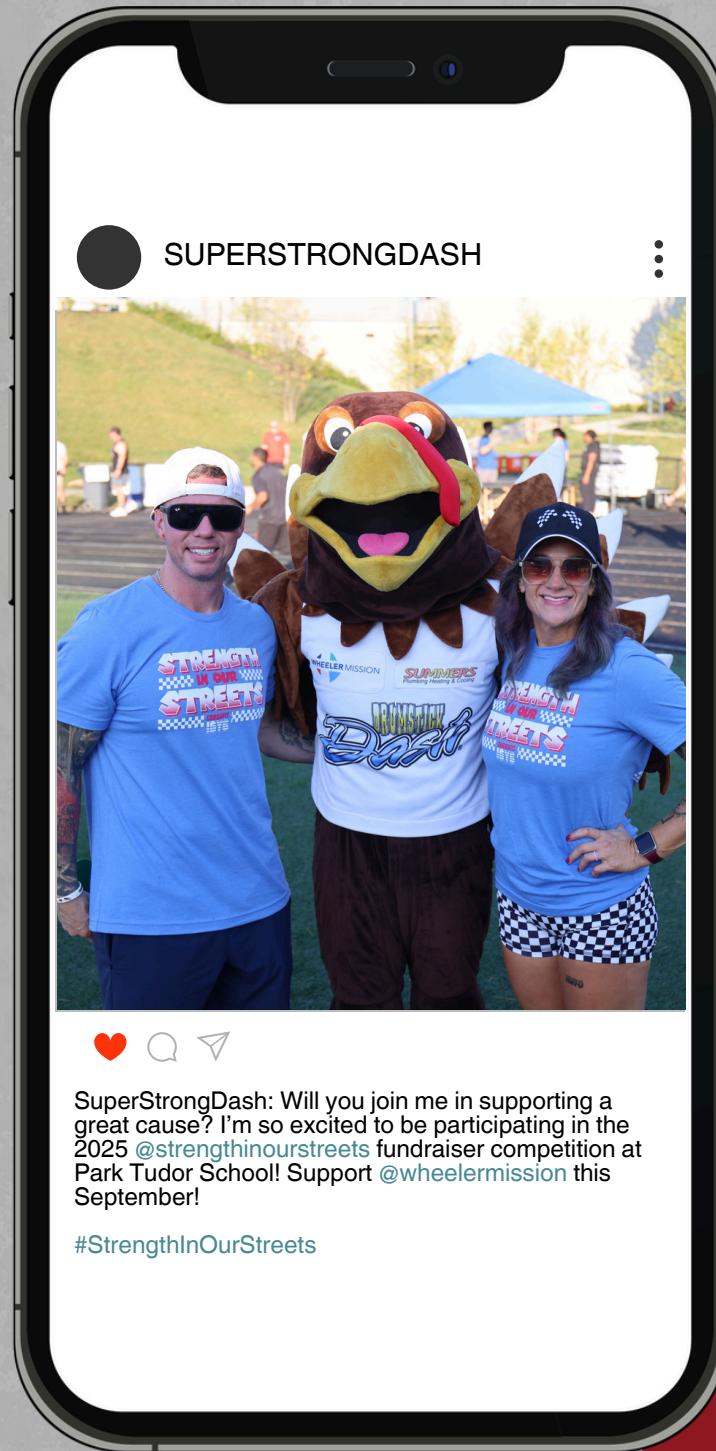


**@Strength In Our Streets /
@Wheeler Mission**



**@strengthinourstreets /
@wheelermission**

SOCIAL POST GUIDE



SOCIAL POST GUIDE EXAMPLES



1. Take a selfie after you practice with your team, or use the provided images with your post!



2. Use the accompanying copy examples with each photo for the social platform.



3. Copy and paste content into your social media page(s).

SOCIAL POST GUIDE

Caption examples:

Instagram:

I am competing for a cause at the @strengthenourstreets this September! Help me raise funds to help those who are currently experiencing homelessness here in Indianapolis! You can click the my link below to support me and Wheeler Mission!

YOUR PERSONAL FUNDRAISING LINK HERE

Facebook:

I am competing for a cause at the @strengthenourstreets this September! Help me raise funds to help those who are currently experiencing homelessness here in Indianapolis! You can click the my link below to support me and Wheeler Mission!

YOUR PERSONAL FUNDRAISING LINK HERE

Peer to Peer Fundraising

HOW TO:



Peer-to-peer fundraising allows participants to leverage their personal networks to raise funds, increasing both financial support and event awareness. We encourage all participants to create fundraising pages, share their stories, and promote the event on social media, the tournament can reach a wider audience and attract more donors.

Effective peer-to-peer fundraising involves setting clear goals, while we continue to provide all participants with easy-to-use fundraising tools like this kit!

HOW CAN I PEER-TO-PEER FUNDRAISE?

- **Share your fundraising link on Instagram, Facebook, or TikTok! Tell your story and why you're competing.**
- **Ask at work! Coworkers love supporting a good cause—ask your team to donate or see if your company will match gifts!**
- **Use word of mouth! Talk it up! Friends, family, church groups—just ask!**
- **GET CREATIVE! Host a burpee or pushup challenge, a bake sale, or even a Facebook birthday fundraiser.**

Peer to Peer Fundraising

Caption examples and info:

Peer-to-peer fundraising allows participants to leverage their personal networks to raise funds, increasing both financial support and event awareness. We encourage all participants to create fundraising pages, share their stories, and promote the event on social media, this competition can reach a wider audience and attract more donors.

Effective peer-to-peer fundraising involves setting clear goals, while we continue to provide all participants with easy-to-use fundraising tools like this kit!

Instagram AND/OR Facebook:

I am serving for a cause! I am participating in the @stregthinourstreets this September and need YOUR help! You can support me in reaching my fundraising goal to provide hope for those who are currently experiencing homelessness in Indiana.

This isn't just about the competition; it's about making a positive impact. 100% of the proceeds from the event will benefit @WheelerMission, helping provide essential services to those experiencing homelessness in our community.

You can donate on my donate page here:

LINK HERE

QUESTIONS AND CLARIFICATIONS

Communications Specialist

KIMBERLY POCHOP

kimberlypochop@wheelermission.org