

Fundraising Pack: Social Media Guidance & Assets

Thank you for signing up for the Beyond the Trail challenge and fundraising for us!

We have some assets for you to share on any of your personal social media channels to help spread the word and reach your fundraising target. We are providing three types of assets:

1. For a **Facebook post** or **LinkedIn post**, you can share the **1080x1080px** design
2. For an **Instagram post** or **TikTok post**, you can share the **1080x1350px** design
3. For a **Facebook story** or **Instagram story**, you can share the **1080x1920px** design

For each of the social media posts, you can use the respective captions, listed below:

Social Post #1: Announcement/Initial Post

On Friday 13th June, I'm taking on the Beyond the Trail 18km hiking challenge to help make a real difference in the lives of those experiencing homelessness. Help me raise a minimum of €350, with all fundraising proceeds going directly to support @dublinsimoncommunity life-saving services.

Your donation, no matter how big or small, makes a real difference: [\[Insert your Eventmaster link\]](#)

This challenge, organised by @dublinsimoncommunity in partnership with @beyondthepaleie.

#DublinSimon #BeyondTheTrail #HikeForACause #EndHomelessness
#SupportLocalCharities

Social Post #2: Halfway Milestone Post

Thanks to your generosity, I have hit the halfway mark on my fundraising target to take part in the Beyond the Trail 18km hiking challenge and help end homelessness. If you haven't donated yet, there's still time to support this cause that means so much to me: [\[Insert your Eventmaster link\]](#). Let's keep the momentum going! ☐

All fundraising proceeds will go directly to support @dublinsimoncommunity life-saving services.

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Social Post #3: Target Reached Post

WE DID IT! ☐ Thanks to your amazing support, I've reached my fundraising target for the Beyond the Trail 18km hiking challenge! I am beyond grateful for every donation — your kindness has helped raise vital funds for those experiencing homelessness. Even though I have hit my target, the need to support individuals experiencing homelessness is ongoing. If you'd still like to donate, visit: www.dubsimon.ie/.

I cannot wait to part-take in 18km hiking challenge through the stunning Wicklow Way on Friday 13th June ☐

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Social Post #4: Donation Ask Post

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Your donation, no matter how big or small, makes a real difference: [\[Insert your Eventmaster link\]](#)

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Do not forget to add your own **eventmaster link** in the caption to get people to donate and help you reach your fundraising goal! Last thing, do not forget to **mention us using our social media handles**:

- Instagram: @dublinsimoncommunity - <https://www.instagram.com/dublinsimoncommunity/>
- TikTok: @dublinsimoncommunity - <https://www.tiktok.com/@dublinsimoncommunity>
- Facebook: @DublinSimonCommunity - <https://www.facebook.com/DublinSimonCommunity>
- LinkedIn: @DublinSimonCommunity - <https://www.linkedin.com/company/dublin-simon-community/>

Good luck 😊