

# Clarendon Way Walk - Fundraising Toolkit

Thank you so much for taking on the Clarendon Way Walk to support Naomi House & Jacksplace. To get the best out of your fundraising we have created a social media toolkit to help you spread the word about your amazing challenge and the difference you are making.

## Social Media Handles

Tag us **@naomiandjack**

- Facebook: [facebook.com/naomiandjack](https://facebook.com/naomiandjack)
- Instagram: [instagram.com/naomiandjack](https://instagram.com/naomiandjack)
- X: [x.com/naomiandjack](https://x.com/naomiandjack)
- LinkedIn: [linkedin.com/company/naomi-house-&-jacksplace](https://linkedin.com/company/naomi-house-&-jacksplace)

## Social Media Posts

We have created a few social media posts that you can use to share to help increase your fundraising.

You can access social media posts [here](#).

## Social Media Post Copy

### Post 1 (Inspiring & Confident):

I can't wait to take in the stunning countryside views on the Clarendon Way Walk in June! I've set myself the challenge to conquer **[26, 12, or 5]** miles to help raise vital funds to support local children and young adults who visit the hospices at Naomi House & Jacksplace.

Please donate to support this brilliant charity the help them continue to provide the expert care these families need.

"The camaraderie along the way, getting a buzz from completing this challenge, the wonderful welcome back over the finish line and smashing the target we had set to raise!"

Donate here: **[ADD YOUR JUSTGIVING PAGE]**

Event date: 2<sup>nd</sup> June 2024

#ThisIsClarendon

## Post 2 (Fundraising Focus):

Please help me get closer to my fundraising goal for my Clarendon Way Walk challenge! I'm doing this challenge to support local hospices for children and young adults, Naomi House & Jacksplace.

Every donation, big or small, gets me a bit closer to making a massive difference for local families.

Every £20 I raise helps to provide an hour of expert nursing care. Helping the hospices to be there for families on the good days, difficult days and last days.

**[add your personal story and reason for taking part, tell your friends and family exactly why you're walking the Clarendon Way and why it's important to you.]**

**Donate here: [ADD YOUR JUSTGIVING PAGE]**

Event date: 2<sup>nd</sup> June 2024

#ThisIsClarendon

## Post 3 (FOMO Alert):

Check out what I've signed up for, these are the breathtaking views of the Clarendon Way Walk!

In June, I'll be donning a bright tee-shirt and walking through the countryside to raise money for Naomi House & Jacksplace.

Why not join me?

This incredible walk raises money for Naomi House & Jacksplace, local hospices for children and young adults.

Don't miss out – registration closes soon!

Sign up here: [naomihouse.org.uk/walk](https://naomihouse.org.uk/walk)

Event date: 2<sup>nd</sup> June 2024

#ThisIsClarendon

## Post 4 (Testimonial Power):

In June I'm walking the Clarendon Way Walk to raise money for local hospices for children and young adults, Naomi House & Jacksplace. This is a message from a mum who's son is called Archie:

"We have used Naomi House for the good days. We have used them during the difficult days. And it is comforting to know that if we need them, they will be there for the last days." Vicky, Archie's mum

The Clarendon Way Walk isn't just about the walk, it's about making a difference.

Please give what you can to help families like Archie's

**Donate here: [ADD YOUR JUSTGIVING PAGE]**

2<sup>nd</sup> June 2024