



# **CYCLE** **ST.4JOE'S**

**SUNDAY  
SEPTEMBER  
24<sup>TH</sup>**

**Social Media Toolkit 2023**



A photograph of two cyclists riding on a wet, paved road. The road is lined with trees showing autumn foliage in shades of orange, yellow, and green. The road has a white line on the left and a yellow line on the right. The cyclists are wearing helmets and cycling gear. The background is slightly blurred, emphasizing the cyclists.

## ABOUT THE 11<sup>TH</sup> ANNUAL CYCLE 4 ST. JOE'S

The 11th Annual Cycle 4 St. Joe's rides again on Sunday, September 24th. Choose your own challenge from one of five routes and ride on your own, as part of a team or family. You will join more than 400 riders for a picturesque landscapes of Milton, followed by a festival-style BBQ lunch.

Cross the finish line feeling proud of your personal victory and knowing that by riding, you are supporting St. Joseph's Health Centre and healthcare for Toronto's west-end community and beyond.

This year's goal is to come together on our bikes to raise over \$500,000 to continue to transform care for the 500,000 people who live in West Toronto, and even farther.







It will take place at the Mattamy National Cycling Centre (Velodrome) in Milton, the only of its kind in Canada.

Get all the details at [cycle4stjoes.ca](http://cycle4stjoes.ca)



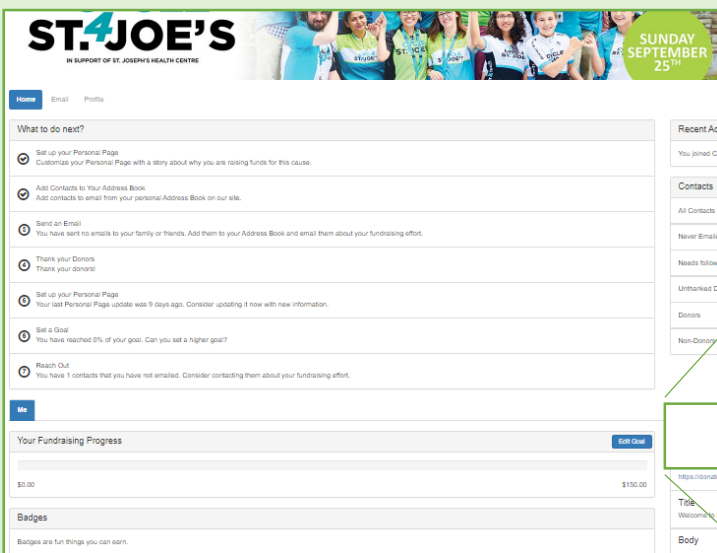
USE YOUR SOCIAL MEDIA  
CHANNELS TO SHARE  
WHY YOU SUPPORT ST.  
JOE'S, PROMOTE YOUR  
TEAM AND MEET YOUR  
FUNDRAISING GOAL

## POST CHECKLIST

-  Customize your “**Personal Page**” in the Cycle4StJoes Participant Centre
-  Include a compelling **photo or video** with every post
-  Share **why you ride** in Cycle4StJoes and/or why you support St. Joe's
-  **Encourage** others to register or support your ride
-  Include **date** of event (September 24, 2023) and **link** to your personal donation page
-  **Tag us** @StJoesPromise and use **Hashtags**  
#Cycle4StJoes #ImpactIsEverywhere  
#WestToronto #BetterCareForAll #TransformingHealthcare

# BEFORE PROMOTING ON SOCIAL MEDIA, UPDATE YOUR PERSONAL PAGE IN THE PARTICIPANT CENTRE

## Participant Centre



## Personal Page

### Personal Page

#### Personal Page URL:

[https://donate.supportstjoes.ca/site/TR/Events/Cycle\\_Splash?px=1093807&pg=personal&fr\\_id=1280](https://donate.supportstjoes.ca/site/TR/Events/Cycle_Splash?px=1093807&pg=personal&fr_id=1280)

URL Settings

#### Title

Welcome to My Personal Page

Edit Content

#### Body

Let's Cycle 4 St. Joe's and celebrate 11 years of riding together!

This 11<sup>th</sup> anniversary year, our community is coming together to support the critical needs at St. Joseph's Health Centre. This includes an ongoing transformation to ensure our patient care facilities will improve the experience for everyone who comes through our doors.

St. Joe's is important to me because everyone who lives in the west end depends on having great care close to home. If you cannot join us, please feel free to make a donation by clicking on the 'Donate' bar. Thank you for supporting St. Joe's!

#### Photos/Video

Update Media

Add your name to Personalize your URL

Personalize your message. Let visitors know this is your page.

Add a photo of your bicycle, or anything that inspires you to Cycle4StJoes

# YOUR PERSONAL PAGE BEFORE

## Welcome to My Personal Page

Let’s Cycle 4 St. Joe’s and celebrate 11 years of riding together!

This 11<sup>th</sup> anniversary year, our community is coming together to support the critical needs at St. Joseph’s Health Centre. This includes and ongoing transformation to ensure our patient care facilities will improve the experience for everyone who comes through our doors.

St. Joe’s is important to me because everyone who lives in the west end depends on having great care close to home. If you cannot join us, please feel free to make a donation by clicking on the ‘Donate’ bar. Thank you for supporting St. Joe’s!

Donate Now

Personal Progress:

0%  
of Goal

\$0  
Raised

Fundraising Honor Roll

# YOUR PERSONAL PAGE AFTER

## Welcome to Melissa Smith's Personal Page



Donate Now

Personal Progress:

0%  
of Goal

\$0  
Raised

Fundraising Honor Roll

## Thank you!

I'm so excited you have reached my page, and thankful you are here to support our amazing community hospital!

St. Joe's is important to me because both my kids were born here. As our family grows, I want to make sure the hospital has the tools it needs to deliver the best patient care possible.

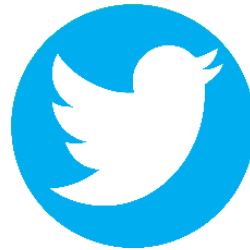
Thank you for your help, we can't do it without you!

Yours truly,

Melissa Smith

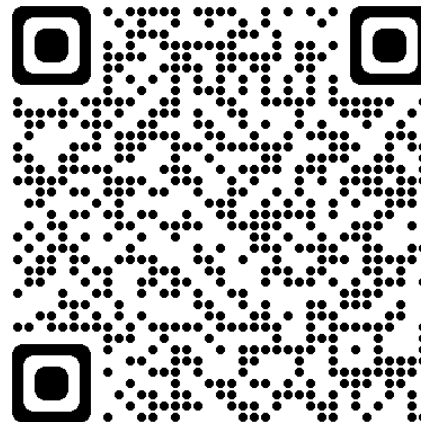
# TWITTER SAMPLE POSTS

*[image of a bicycle]* This isn't JUST a bicycle, it's a fundraiser too. I've committed to cycle (*X km*) and raise (*\$X*) on Sunday, September 24th to support the @StJoesPromise. Please join me to #Cycle4StJoes or donate *[Insert URL to your donation page]* #ImpactIsEverywhere #WestToronto #BetterCareForAll #TransformingHealthcare



I #Cycle4StJoes because I know the hospital is helping thousands of people in need daily. One day, it might be me or a loved one. I want to help ensure that the @StJoesPromise can deliver the best care possible. Please join/donate *[Insert URL to your donation page]* #ImpactIsEverywhere #WestToronto #BetterCareForAll #TransformingHealthcare

I'm proud to #Cycle4StJoes on Sunday, Sept. 24th. I'm motivated to support the @StJoesPromise because I want to help enhance the quality of life for my west-end community. Please ride with me and help raise funds or donate to my ride *[Insert URL to your donation page]* #ImpactIsEverywhere #WestToronto #BetterCareForAll #TransformingHealthcare

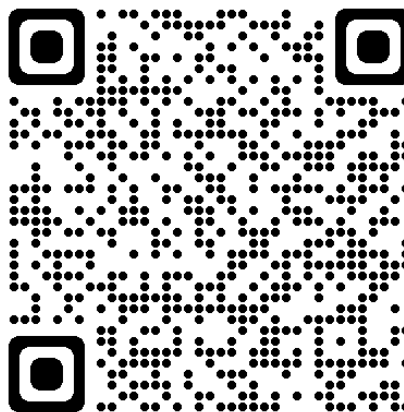


Support great healthcare close to home. Join me and #Cycle4StJoes or donate to help support the @StJoesPromise *[Insert URL to your donation page]* #ImpactIsEverywhere #WestToronto #BetterCareForAll #TransformingHealthcare

# INSTAGRAM SAMPLE POSTS

[image of your bicycle] This beauty right here helps me not only cut through the wind but also maintain my physical and mental health. This year, I'm broadening its scope and putting it to work for the @StJoesPromise to support all west enders' physical and mental health by cycling (X km) to raise (\$X) on Sunday, September 24<sup>th</sup>. Together, we can cycle and raise money for more emergency room space, better personalized mental health care, and modernized technology and equipment. Please join me to #Cycle4St.Joes or donate to my ride [Insert URL to your personal donation page]  
#ImpactIsEverywhere  
#WestToronto #BetterCareForAll #TransformingHealthcare

I'm proud to share that I will #Cycle4StJoes on Sunday, Sept. 24<sup>th</sup>. I'm motivated to support the @StJoesPromise because I want to help enhance the quality of life for my west-end community. Please ride with me and raise funds or donate to my ride [Insert URL to your personal donation page] #ImpactIsEverywhere  
#WestToronto #BetterCareForAll #TransformingHealthcare



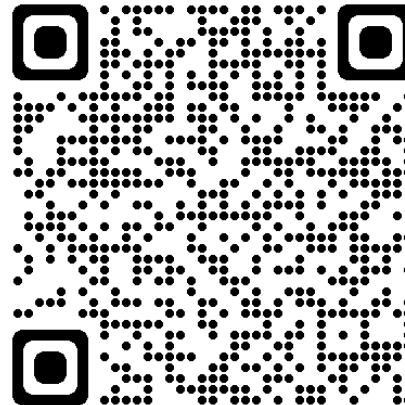
Our west-end hospital has been delivering the @StJoesPromise for over 100 years. Everyone needs great care close to home. Your support helps to deliver that quality care. That's why I #Cycle4StJoes. I will go the distance like St. Joe's did for me [OPTION: or my loved one] - and I raise funds to ensure they have the necessary spaces and tools to help all my west-end neighbours when they need it most. Grab your bike and register to cycle and raise funds or please donate to my ride [Insert URL to your personal donation page]  
#ImpactIsEverywhere  
#WestToronto #BetterCareForAll #TransformingHealthcare

I started cycling because it was fun, is a great way to get around town, and keeps me fit. #Cycle4StJoes completes the superfecta – it gives me purpose. I'm cycling (X km) and aspire to raise (\$X) on Sunday, September 24<sup>th</sup> to support the @StJoesPromise. Please join me to #Cycle4St.Joes or donate [Insert URL to your personal donation page] #ImpactIsEverywhere  
#WestToronto #BetterCareForAll #TransformingHealthcare

# FACEBOOK SAMPLE POSTS

An adage suggests, “it takes a village to raise a child”. Another adage would say, “it takes a community to build a great hospital”. As a proud west-ender, I #Cycle4StJoes to raise money to support the @StJoesPromise. Funds raised will expand the emergency room, enhance personalized mental health programs, and purchase modern technology and equipment. Let’s help build a great community hospital together – grab your bike and join me on Sunday, September 24th or please donate to my ride [\[Insert URL to your personal donation page\]](#)

I #Cycle4StJoes because I know that every day our west-end community hospital is mending thousands of people and working hard to enhance their quality of life. One day, it might be me or someone I love and I want to make sure the @StJoesPromise delivers the best patient care possible. Please cycle with me or donate to my ride [\[Insert URL to your personal donation page\]](#)



Our west-end hospital has been delivering the @StJoesPromise for over 100 years. Everyone needs great care close to home. Your support helps to deliver that quality care. That’s why I #Cycle4StJoes. I will go the distance like St. Joe’s did for me as raise funds to ensure they have the necessary tools to help all my west-end neighbours when they need it most. Are you with me? Please ride with me, or donate to my ride [\[Insert URL to your personal donation page\]](#)

I started cycling because it was fun, is a great way to get around town, and keeps me fit. #Cycle4StJoes completes the superfecta – it gave my bike a deeper purpose. I’m cycling (X km) and aspire to raise (\$X) on Sunday, September 24th to support the @StJoesPromise. Please join me to #Cycle4St.Joes or donate [\[Insert URL to your personal donation page\]](#)





# **CYCLE** **ST.4 JOE'S**

IN SUPPORT OF ST. JOSEPH'S HEALTH CENTRE

**Thank You**