

## SOCIAL MEDIA TOOL KIT

### CROHN'S & COLITIS FOUNDATION'S 2023 PIE DAY

In this toolkit, you will find language and images to help promote the Crohn's & Colitis Foundation's 2023 Pie Day event. Feel free to copy and paste as is or adjust as you see fit for use on your social media accounts. Don't forget to use **#PieDay2023** and **tag the Crohn's & Colitis Foundation** in the sample posts.

We also highly encourage you to share photos of your team, your preparations for #PieDay2023, and of course the video of you getting pied!

Here are the Crohn's & Colitis Foundation's social media handles so that you can easily tag us in your posts:

- Facebook: @Crohns&ColitisFoundation
- Instagram: @crohnscolitisfoundation
- Twitter: @CrohnsColitisFn
- LinkedIn: Crohn's & Colitis Foundation
- TikTok: @crohnscolitisfoundation

### SOCIAL POSTS TO BUILD YOUR TEAM AND GET YOUR NETWORK EXCITED

#### Option 1:

Join me for the **[Tag the Foundation]** #PieDay2023 on March 14! This event is for all who want to support cures and improve the quality of life of children and adults affected by Crohn's and colitis. Bonus: if we reach my fundraising goal, I get pied! Learn more or join my team at [www.pie-day.org](http://www.pie-day.org)

#### Option 2:

[\[Team's name here\]](#) will be participating in the **[Tag the Foundation]** 2023 Pie Day event on March 14.

We would love for our network to get involved, and encourage everyone to join our team or support our efforts with a donation today! [\[insert team page here\]](#)

Of course, we would LOVE to see some pics of our team getting pied that day, too! [www.pie-day.org](http://www.pie-day.org) #PieDay2023

### Option 3:

We are fundraising for the **[Tag the Foundation]** #PieDay2023 on March 14. Anyone who wants to see [TAG A FRIEND] get pied, while also supporting cures for Crohn's and colitis patients, is WELCOME to join our team [\[insert team name\]](#)! You can join from anywhere and every donation will help! [\[insert link to your team fundraising page\]](#)

## SOCIAL POSTS TO HELP YOU REACH YOUR FUNDRAISING GOAL

### Post 1:

I'm getting pied for the **[Tag the Foundation]** #PieDay2023. You can support me and help me reach my goal of \$[\[insert fundraising goal\]](#) by donating today [\[insert donation link\]](#)!

### Post 2 (February 4):

Guess what?! We are only 45 days away from the **[Tag the Foundation]** #PieDay2023 and I need your support today. Help us raise more than \$60,000 for Crohn's and colitis patients. Click here to donate – [\[insert donation link\]](#)!

### Post 3 (February 14):

There is just one month until the **[Tag the Foundation]** #PieDay2023. Please support me in reaching my goal by donating today [\[insert donation link\]](#)!

### Post 4 (February 27):

Can you believe it is just two more weeks until I get pied for the **[Tag the Foundation]** #PieDay2023? Can I count on your support? Click here to donate - [\[insert donation link\]](#)!

### Post 5 (March 13):

Tomorrow is the big day! There's still time to support Crohn's and colitis patients and my fundraising efforts for the **[Tag the Foundation]** #PieDay2023 event on March 14. Donate today at [\[insert donation link\]](#)!

## SOCIAL POSTS FOR THE DAY OF PIE DAY

[\(include a video of you getting pied\)](#) #PieDay2023 is finally here! Thank you to everyone who helped me support the **(Tag the Foundation)** by raising funds to

help find cures for IBD and improve the lives of millions of Americans living with Crohn's disease or ulcerative colitis.

(include a video of you getting pied) There is no better way to celebrate #PieDay2023 than by taking a pie to the face! Thank you for supporting my team and the **(Tag the Foundation)**. Thanks to you, we raised (include the fundraising total ) for the millions of Americans living with Crohn's or colitis.

## **SOCIAL POSTS TO THANK YOUR SUPPORTERS**

Day after (March 15):

Thanks to all who donated to my team for the **(Tag the Foundation)** #PieDay2023 event. It's still not too late to give! Fundraising continues through April 14. Click here to support cures and improve the quality of life of children and adults affected by Crohn's and colitis. [\[insert donation link\]](#)

Weeks after

Thanks to your support, I was pied in the face to support **(Tag the Foundation)** and the millions of Americans living with Crohn's disease and ulcerative colitis. There is still time to make an even bigger impact – you can donate to my team until April 14. [\[insert donation link\]](#)