

How to Use These Social Media Templates

Not sure what to post or how to ask for support? You're not alone and you don't have to start from scratch.

We've created these templates to make it easy for you!

Think of them as a starting point. Copy the one that fits where you are in your fundraising journey, then customize it so it sounds like you. Even small changes like adding your own reason for walking or a personal photo can make a big difference.

You don't need to be perfect. Honest and simple posts are what resonate most.

Every post you share helps raise awareness, brings people into your story, and moves you closer to your fundraising goal!

Templates in this guide include a placeholder for your Purple Walk fundraising page link. Be sure to copy your unique link from your Purple Walk page and add it where indicated

1. KICKOFF POST (ANNOUNCING YOU'RE PARTICIPATING)

[Photo: Post a selfie wearing purple or attending a past Purple Walk!]

I've officially signed up for the Purple Walk in support of Epilepsy Toronto on June 20th

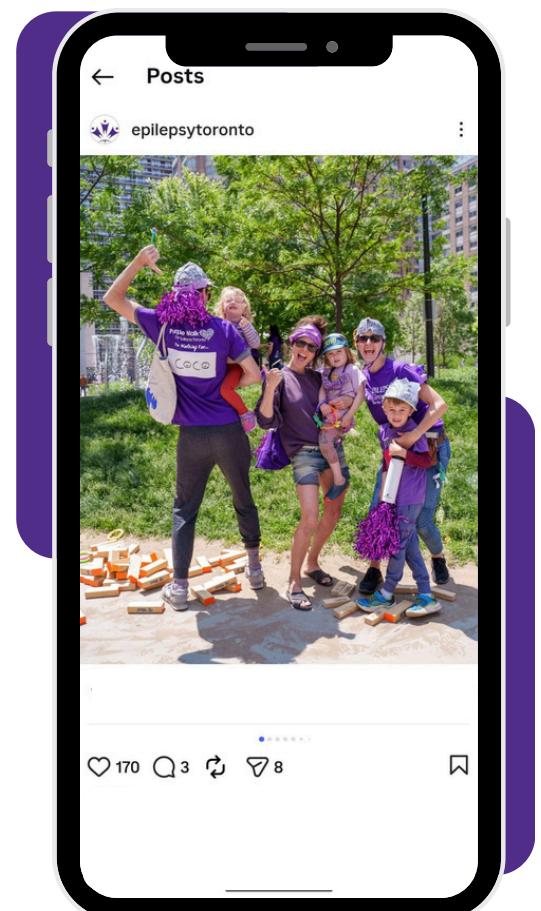
I've set a goal to raise **[\$X amount]** to support people in our community living with epilepsy, and the programs that help them build confidence, independence, and connection.

No one should feel alone navigating a life-altering neurological condition. Epilepsy Toronto provides counselling, education, employment support, and community programs that make a real difference every day by helping individuals and families journey every part of life with epilepsy.

If you'd like to support me, you can donate at:
[FB insert link. IG say "See link in my bio" and be sure to add link to your bio.]

Every step we take helps fund critical programs, advocacy, and resources that empower people living with epilepsy.

#PurpleWalkForEpilepsy #EpilepsyToronto



2. MIDWAY REMINDER (2 WEEKS LATER, BUILDING MOMENTUM)

[Photo: Post a selfie or a photo you find inspiring!]

Quick update

I'm now at **[\$[amount raised] of my \$[goal] goal** for the Purple Walk on June 20th in support of Epilepsy Toronto! Thank you so much to everyone who has supported me so far.

1 in 100 people live with epilepsy, and many face challenges that aren't always visible.

[Insert Your "Why" Here]

If you've been thinking about donating, I'd love your support as I work toward my goal:

[FB insert link. IG say "See link in my bio"]

Thank you for being part of this with me.

#PurpleWalkForEpilepsy #EpilepsyAwareness



3. FINAL PUSH (JUNE 19, DAY BEFORE)

[Photo: Post a selfie of you outside on a walk!]

Tomorrow's the day!

I'll be walking in the Purple Walk on June 20th in support of Epilepsy Toronto, and I'm currently at **[\$[amount raised] of my \$[goal] goal**.

If you've been meaning to support my walk, this is the perfect time to help me reach my goal:

[FB insert link. IG say "See link in my bio"]

[Insert Your "Why" Here]

Every donation helps fund programs like counselling, life skills, and employment support for people living with epilepsy.

Thank you for helping me get to the finish line!

#PurpleWalkforEpilepsy #SupportEpilepsy

4. EVENT DAY POST (JUNE 20)

[Post a real-time Photo or Video of you at Purple Walk!]

Today's the day!

I'm at the Purple Walk and feeling so grateful. I've raised **[\$amount raised]** so far toward my **[\$goal] goal**.

It's incredible to be surrounded by a community coming together to support individuals and families living with epilepsy.

If you'd still like to support, it's not too late:
[insert link]

Every step we take today helps make a difference.

**#PurpleWalkforEpilepsy #Community
#EpilepsyToronto**



5. THANK YOU POST (JUNE 21-23, AFTER THE EVENT)

[Post a carousel of photos sharing your experience at Purple Walk!]

Thank you!

Because of your support, I raised **[\$final amount]** toward my **[\$goal amount]** goal for the Purple Walk!

That support helps fund programs and services that individuals and families living with epilepsy rely on every day.

This was about more than just a walk. It was about community, awareness, and showing up for something that matters.

I'm so grateful to everyone who supported, shared, and encouraged me and so many others along the way!