

# Aruna

## SOCIAL MEDIA ACTION PACK FUNDRAISING POSTS

### \$25 = 25 NEW FUTURES

If each 2018 Aruna Run participant raises \$25, it can enable us to free, empower, and employ 25 women over the next year.

### THAT IS A POWERFUL, LIFE-CHANGING STORY TO BE A PART OF!

To help inspire your social media followers to give to your campaign, we've compiled images and content you are welcome to post. Or you can simply use it as inspiration to create your own.

Make sure to include links to your Aruna Run CrowdRise fundraising page and promote your local run using #[CITY]ArunaRun2018. Also promote the Aruna Project mission using the #StrengthinFreedom and #RunforHer hashtags throughout your posts.

*Choose, Tag, Share!*

## INSTAGRAM + FACEBOOK

On [DATE], I will be [running or walking] in @ArunaProject's #[CITY]ArunaRun2018 to raise funds to free women from sexual slavery in India. My inspiration for [running or walking] is the incredible stories of the previously enslaved women employed by the Aruna Project - you can read them [here](#). I want to help other women like [Name of woman you are running/walking for] find their strength in freedom - will you donate to my campaign to help set her free? [INSERT PERSONAL CROWDRISE FUNDRAISING LINK HERE] #StrengthinFreedom #RunforHer

Heard about the @ArunaProject's #[CITY]ArunaRun2018 but not a runner or walker? You can still be involved and make an impact by helping me fundraise. 100% of money raised goes towards freeing, empowering, and employing sexually enslaved women. [INSERT PERSONAL CROWDRISE FUNDRAISING LINK HERE] #StrengthinFreedom #RunforHer

Help me raise [GOAL] for @ArunaProject's #[CITY]ArunaRun2018 on [DATE]! 100% of money raised goes towards freeing, empowering, and employing women sexually enslaved in one of India's largest red-light districts. [INSERT PERSONAL CROWDRISE FUNDRAISING LINK HERE] #StrengthinFreedom #RunforHer

Don't like to run or walk? No problem. You can still help bring hope, freedom, and new life to sexually enslaved women in India by donating to my fundraising campaign for @ArunaProject's #[CITY]ArunaRun2018 on [DATE]. [INSERT PERSONAL CROWDRISE FUNDRAISING LINK] #StrengthinFreedom #RunforHer

Wanted to be a part of the run but just can't make it? Never fear! You can still donate to my campaign to bring hope to sexually enslaved women in India. [INSERT PERSONAL CROWDRISE FUNDRAISING LINK] #StrengthinFreedom #RunforHer

## TWITTER

Help me set [NAME OF WOMAN] free! Donate to my fundraising campaign for @ArunaProject's #[CITY]ArunaRun2018. [INSERT PERSONAL CROWDRISE FUNDRAISING LINK HERE]

I need your help to reach my fundraising goal for @ArunaProject's #[CITY]ArunaRun2018 on [DATE]! [INSERT PERSONAL CROWDRISE FUNDRAISING LINK HERE]

You can help bring hope, freedom, and new life to sexually enslaved women in India by donating to my fundraising campaign for @ArunaProject's #[CITY]ArunaRun2018 on [DATE]. [INSERT PERSONAL CROWDRISE FUNDRAISING LINK HERE]

Be a part of our local movement to create change internationally. Help me fundraise for @ArunaProject's #[CITY]ArunaRun2018 on [DATE] to fight sex trafficking in India. [INSERT PERSONAL CROWDRISE FUNDRAISING LINK HERE]

### Tips for Creating Your Own

- 1 Share Your personal story and motivation for running
- 2 Share personal photos from previous race years (if you have participated in the race before)
- 3 Don't forget to tag @ArunaProject and/or the local Race Page
- 4 Don't forget to use your local race and Aruna Project hashtags