

Together as one

we walk to stop Crohn's and colitis.

Hey everyone!

Happy to have you aboard the team for the big event.

This form includes our scheduling and social media template posts you can use as we get closer to the Gutsy Walk.

We know excitement is high and there is a lot going on. We want to make sure everyone is on the same page about what is expected (e.g. Engage positively with the community by sharing stories) and what should never happen (e.g. Share content from our international counterparts).

It is important to TAG US in all that you post so we can reshare as well as reshare what @getgutsycanada and @gutsywalk are posting.

Below you will see some ideas for social content and copy you can use or modify to your liking.

Please refer to Social Media Lead Guide for writing tips and official Crohn's and Colitis Canada social media schedules.

Social Media Content Breakdown

Use templates provided and follow the branding guidelines if making your own graphics and assets.

The following posts can be used to promote VOLUNTEERS and their impact

<p>Gutsy Walk wouldn't be the same without its volunteers.</p> <p>These are the people are the backbone of our community—and a huge part of why #gutsywalk makes a lasting difference year-in and year-out.</p> <p>For the 27th annual Gutsy Walk, the [CITY/TOWN/REGION] chapter of</p>	<p>FB/Insta Yellow highlight = fill in the blank</p>
---	---

Together as one

we walk to stop Crohn's and colitis.

<p>Crohn's and Colitis Canada would like to thank our amazing volunteers who are helping to make a lasting impact for Crohn's disease and ulcerative colitis research and patient programs.</p> <p>Shout out to our current volunteer superstars:</p> <p>[NAME], [VOLUNTEER POSITION] [NAME], [VOLUNTEER POSITION] [NAME], [VOLUNTEER POSITION]</p> <p>Thank you from the bottom of our hearts!</p>	
<p>Our volunteers are superstars. This year's #gutsywalk wouldn't be the same without them. Thank you to our [CITY/TOWN/REGION] Chapter volunteers!</p>	<p>Twitter Yellow highlight = fill in the blank</p>
<p>To all those making this year's #gutsywalk possible today—thank you.</p> <p>Gutsy Walk is a community event that brings together thousands of Canadians affected by Crohn's disease or ulcerative colitis.</p> <p>The [CITY/TOWN/REGION] chapter of Crohn's and Colitis Canada would like to thank our volunteers of this year's Gutsy Walk:</p> <p>[NAME], [VOLUNTEER POSITION] [NAME], [VOLUNTEER POSITION] [NAME], [VOLUNTEER POSITION]</p> <p>You are an inspiration to us all!</p>	<p>FB/Insta Yellow highlight = fill in the blank</p>
<p>With over 70 Gutsy Walk sites located across Canada, we're looking for some fun-loving volunteers to join our crew to help bring the event to life on June 5.</p>	<p>FB/Insta</p>

Together as one

we walk to stop Crohn's and colitis.

Be part of an amazing community. Discover opportunities by volunteering at Crohn's and Colitis Canada: [\[LINK TO VOLUNTEER POSTINGS\]](#)

The following posts can be used to promote Gutsy Walk T Shirt reception

<p>#TFW you raise \$100 for #gutsywalk AND get a cool t-shirt for doing so!</p> <p>You too can earn a limited-edition Gutsy Walk t-shirt. Sign up at gutsywalk.ca, raise \$100...and it's all yours.</p> <p>Together as one we walk to stop Crohn's and colitis.</p>	Twitter/Insta/FB
<p>Wondering how to get your hands on this year's Gutsy Walk t-shirt? It's easy!</p> <p>All you have to do is raise \$100 for #gutsywalk. Yup, it's that simple! Sign up to get started at gutsywalk.ca</p>	Twitter/FB/Insta

The following posts can be used to promote Team Engagement

<p>Captains, get ready to rally your community to join you for this year's #gutsywalk on Sunday, June, 5!</p> <p>Show us your team spirit – tag your team's activities with #gutsywalk</p>	Twitter/FB/Insta
<p>It takes a team to create change. Behind every person with Crohn's disease or ulcerative colitis is a great team of supporters: family members, friends, coworkers, doctors, nurses, and many others. When that team comes together, they become change-makers.</p> <p>Inspire your crew to make a difference: gutsywalk.ca</p>	Insta/FB
<p>Invite your friends to support your 2022 #gutsywalk team.</p>	Insta/FB

Together as one

we walk to stop Crohn's and colitis.

<p>Don't have a team yet? Register today to join us on Sunday, June 5 for some Gutsy fun. Support in any way to you can! Like a post, share a post, register to walk, or possibly donate.</p> <p>All donations go towards ground breaking #IBD research and patient support programs. Without people like you, none of this would be possible.</p> <p>www.gutsywalk.ca</p>	
<p>The more you share your joy, the more it grows. Take it from [TEAMNAME], celebrating in [PROVINCE]! They've made a huge impact this year, raising \$x,xxx for the 2022 Gutsy Walk! Way to go, [TEAMNAME]!</p>	Twitter/FB/Insta
<p>Share your #gutsywalk team name and the story behind it! We love seeing your creative ideas and the origin stories behind them. Why are you walking with us this year at Gutsy Walk? Tell us in the comments!</p>	Twitter/FB/Insta

The following posts can be used to COUNTDOWN/FUNDS to GUTSY WALK

<p>With #gutsywalk only XX days away, it's time to start fundraising! Now is a great time to reach out to past donors and ask them to continue sponsoring you this year!</p> <p>Remember: \$100 raised as an individual gets you this year's Gutsy Walk t-shirt!</p> <p>Not registered? No problem! Head to the link in our bio to register, set your fundraising goal and CRUSH it!</p>	FB/Insta
<p>Gutsy Walk Goal Update:</p> <p>Right now, we're at xx% of our goal for [LOCATION NAME]! Want to help us get to 100%? Sign up as an individual or team for [LOCATION NAME] and join our community on Sunday, June 5: www.gutsywalk.ca</p>	FB/Insta Yellow highlight = fill in the blank
<p>Keep at it. We're at %XX of our goal for #gutsywalk!</p>	FB/Insta

Together as one

we walk to stop Crohn's and colitis.

Want to help us get to 100%? You can see what the [LOCATION NAME] Gutsy Walk is up to this year here: [LINK TO LOCATION PAGE]	Yellow highlight = fill in the blank
---	--------------------------------------

The following posts can be used for GENERAL GUTSY WALK posts

No matter where we're walking, we're doing this together. By walking with us on June 5, you'll be helping us move steps closer to finding cures for #Crohnsdisease and #ulcerativecolitis. If you can't make it to the Gutsy Walk but you're still looking to contribute, you can either make a donation to a registered participant or register as a participant to fundraise for this incredibly important cause. www.gutsywalk.ca	FB/Insta
There are over 7,000 Canadian children living with Crohn's or colitis. You can show them you care by joining our community. Sign up to participate in the 2022 #GutsyWalk on Sunday, June 5th at www.gutsywalk.ca 🇨🇦. Together as one we walk to stop Crohn's and colitis. We can't wait to have you by our side 😊!	FB/Insta
Behind this photo: the #IBD community's dedication. All those fundraising efforts? Worth it. It's time for a big step forward... Let's go. Sunday, June 5. www.gutsywalk.ca	Twitter/FB/Insta
Gutsy Walk: A place to be seen, heard, and understood. Join our community on Sunday, June 5: [LINK TO LOCATION PAGE]	FB/Insta Yellow highlight = fill in the blank
Who will you celebrate at the 2022 #gutsywalk? Join your [LOCATION NAME] Gutsy Walk community on Sunday, June 5: [LINK TO LOCATION PAGE]	FB/Insta Yellow highlight = fill in the blank