

Kids Help Phone 

Never Dance Alone-a-thon

Powered by BMO 

On Sunday, May 31, join us and
dance like nobody is watching.

Register. Fundraise. Dance. Donate.

Social Media Toolkit for Individuals and Teams

Kids Help Phone's Walk so Kids Can Talk is being rebooted this year into the **NEVER DANCE ALONE-a-THON powered by BMO** to rally people across the country to connect and demonstrate that no young person should ever be alone. Now, or ever.

This year's Never Dance Alone-a-thon takes place on Sunday, May 31, 2020, and we have created this social media toolkit for you to help build awareness and excitement for the event, raise funds and recruit participants to dance with us! Additional resources are available at <https://neverdancealone.ca>

Spread the message on social media

Below you will find some suggested messaging that you can adapt and share on social media to show your support of Kids Help Phone and encourage your networks to **register, fundraise, get involved**, and **dance** with the Never Dance Alone-a-thon and Kids Help Phone!

REGISTER: Encourage others to register and dance!

I'm proud to be supporting the virtual reboot of the @KidsHelpPhone's Walk into the #NeverDanceAlone a-thon powered by @BMO! Join the Dance on Sunday, May 31 and help ensure that no young person should ever be alone <https://neverdancealone.ca/>

For over 30 years @KidsHelpPhone has been there for young people whenever they need to talk. That's why I am supporting and dancing for this year's virtual reboot of the @KidsHelpPhone's Walk - #NeverDanceAlone a-thon powered by @BMO on Sunday, May 31 <https://neverdancealone.ca/>

Support the #NeverDanceAlone a-thon presented by @BMO on Sunday, May 31 and help ensure @KidsHelpPhone continues to always be there for young people <https://neverdancealone.ca/>

FUNDRAISE: Rally support from your social network!

I'm dancing like no one is watching to support youth mental health and well-being with @KidsHelpPhone at the #NeverDanceAlone a-thon powered by @BMO! Help me reach my fundraising goal: **(insert link to fundraising page)**

Help me beat my fundraising goal for the #NeverDanceAlone a-thon powered by @BMO! Support me today so we can dance together: **(insert link to fundraising page)**

I'm almost at the finish line! Help me hit my **\$(insert amount)** goal for the #NeverDanceAlone a-thon powered by @BMO: **(insert link to fundraising page)**

GET INVOLVED: Call on your supporters to register, fundraise, or donate!

Hey friends and family! You can support @KidsHelpPhone too! DANCE with us or donate to the #NeverDanceAlone a-thon powered by @BMO on Sunday May 31: <https://neverdancealone.ca/>

For over 30 years, @KidsHelpPhone has been supporting youth mental health and well-being. This year DANCE (instead of walk) or donate at the #NeverDanceAlone a-Thon powered by @BMO on Sunday, May 31 to support young people.

Helpful Tips:

- Follow Kids Help Phone on Facebook, Twitter, LinkedIn and Instagram and share or retweet social media posts about the Dance-a-Thon and the important work we do;
- Include lots of photos and videos to go along with the above suggested messaging that showcase you - and your team - getting ready for the Dance-a-Thon, your fundraising efforts or post about your experience participating in last year's Walk (with the understanding that the virtual reboot is now taking the form of the NEVER DANCE ALONE-A-THON);
- Lead the way in your fundraising efforts by making the first donation to your fundraising page;
- Share the reasons why you are supporting Kids Help Phone on your social media platforms and use the following tags, hashtags so we can help further amplify your message:
 - #NeverDanceAlone
 - @KidsHelpPhone
 - @BMO
- Thank everyone who supported you along the way in your fundraising goals.

Thank you for your support!



/KidsHelpPhone



@KidsHelpPhone



/KidsHelpPhone



@KidsHelpPhone