



## Example email and social media posts

To help you get the word out about your Big Day Back, we've put together some draft email and social media wording that you can use if you wish.

### **Organising your activity in the workplace? Send this around to your colleagues to get them involved:**

<company name> is making the 5 September <or insert date> our Big Day Back.

International Spinal Cord Injury Awareness Day is the 5 September - a day for us to remember the importance of disability awareness and inclusion for all our customers and staff.

Every day in Australia someone will suffer a spinal cord injury and be told they will never walk again. The effects are devastating, not only on the person but on their family and friends.

Join us in raising awareness and much needed funds to buy life changing equipment for Spinal Cord Injuries Australia's national exercise rehabilitation program, NeuroMoves.

Together we can give someone enough strength and mobility to stand long enough to hug a loved one again or hold a glass so they can have a drink with their friends, things most of us take for granted.

#### **Details of event:**

If you can't make it, you can also make a donation at <Fundraising page URL>

Thank you in advance for your support

## Organising your activity outside of work? Send this around to everyone you know!

I am giving a Big Day Back and am doing *<insert fundraiser>* in aid of Spinal Cord Injuries Australia.

International Spinal Cord Injury Awareness Day is the 5 September - a day for us to remember the importance of disability awareness and inclusion across the globe.

Every day in Australia someone will suffer a spinal cord injury and be told they will never walk again. The effects are devastating, not only on the person but on their family and friends.

I am raising money to buy life changing equipment for SCIA's exercise rehabilitation program NeuroMoves.

### **Event details:**

You can also donate here: *<Fundraising page URL>*

Many thanks in advance for your support

## Suggested social media posts

We've included some post images and a Facebook cover in the Fundraising Tools page. We'd love for you to get creative with your posts, and please tag us using #BigDayBack #SCIA #NeuroMoves and @spinalcordinjuriesaustralia

### **Facebook:**

#### **Example 1**

I am making **X** date my Big Day Back. I'll be supporting people with spinal cord injuries by doing *<insert fundraiser>*. Please support me by donating to my fundraising page *<insert fundraising page link>*

#SCIA #spinalcordinjuriesaustralia #BigDayBack #NeuroMoves @spinalcordinjuriesaustralia

#### **Example 2**

Come along to my Big Day Back fundraiser, and know you are helping people with spinal cord injuries gain back their independence. All the info is at *<insert fundraising page URL>* #SCIA #spinalcordinjuriesaustralia #BigDayBack #NeuroMoves @spinalcordinjuriesaustralia

### Example 3

International Spinal Cord Injury Awareness Day is 5 September. Join me in making this your Big Day Back and organise a fundraising activity to raise funds and awareness for Spinal Cord Injuries Australia. Visit [www.bigdayback.org](http://www.bigdayback.org) for more details and some great ideas!

#SCIA #spinalcordinjuriesaustralia #BigDayBack #NeuroMoves @spinalcordinjuriesaustralia

### Linkedin:

### Example 1

<insert company name> is making <insert date> our Big Day Back. We will be supporting people with spinal cord injuries by doing <insert fundraiser>. International Spinal Cord Injury Awareness Day is the 5 September - a day for us to remember the importance of disability awareness and inclusion for our customers and staff. Join us and sign up at [www.bigdayback.org](http://www.bigdayback.org)