



## **Power Your Purpose Virtual 5K ■ August 7-14**

### **2021 Social Media Guide**

Questions? To connect your digital or social media team to our team, reach out to WPF Senior Digital Fundraising Specialist [olivia.hayden@wholefoods.com](mailto:olivia.hayden@wholefoods.com).

Use pre-approved language in this document, or craft your own based on the guidelines in the "Crafting Your Content" section below.

#### **Must-know info:**

- **What is the Power your Purpose Virtual 5K?** An online activity challenge to get you, your friends, your team, and your family members active in support of a great cause during August.
- **Where?** Wherever you are. Register online today: [bit.ly/virtual5k2021](https://bit.ly/virtual5k2021)
- **When?** Travel 5 kilometers (3.1 miles) anytime between **August 7-14, 2021**
- **Why?** To get active and to benefit the nonprofit organization [Whole Planet Foundation](#). Whole Planet Foundation funds microcredit loans to entrepreneurs living in poverty in 78 countries around the globe, including the US. These funds support the creation and success of small businesses.

**Sponsors:** Our event sponsors have generously donated to support our event expenses at various levels. Our \$10,000 Fund sponsors have each pledged \$10,000 to fund microcredit loans to the world's poorest people so they can start their own businesses and help their families. Our medal sponsor, TRUFF, will be fulfilling medals and 6oz

bottle of their Black Truffle Oil for the first 500 who register and opt in (48 contiguous US states only).

## **Special offer for our first 500 participants:**

Our medal sponsor, TRUFF, will include a 6oz bottle of their Black Truffle Oil along with this year's Power Your Purpose 5K finisher medal!\*



*\*Offer only available in the 48 contiguous United States*



**Activation Dates:** [Register today](#), create or join a fundraising team, and help us promote the event leading up to the kickoff of the main event on August 7th!

**Hashtags:** #WPF5K #PowerYourPurpose5K

**Follow us and tag Whole Planet Foundation in your posts:**

**Instagram:** [@WholePlanet](#)

**Facebook:** [@WholePlanetFoundation](#)

## **Recommendations:**

1. **Be authentic.** Mix the language we provide with your own familiar branded content to keep your messages on-brand and relevant for your audience.
2. **Connect with your health and wellness audience.** Highlight the Power Your Purpose Virtual 5K and ways to prepare/run/cool down.

3. **Get your team involved.** Download Power Your Purpose 5K assets from [Dropbox](#).
4. **Post on Instagram Stories in July and August.** Tag @wholeplanet and we will re-post your stories to our Power Your Purpose 5K Feature!
5. Invite influencer partners to share this content in their Instagram Stories, where appropriate.
6. **Make sure to tag us.** Add the tags @wholeplanet in your Instagram stories so WPF can re-share your content.

## **Crafting your Content:**

Please submit your custom posts to WPF team for review and approval prior to launch of activation. Please give us at least 3 days to review and approve. You may use this content across different channels as needed. Not seeing what you want? Reach out to [olivia.hayden@wholefoods.com](mailto:olivia.hayden@wholefoods.com).

### **Power Your Purpose Virtual 5K Language**

The following language is approved and can be mixed with your own authentic voice to maximize engagement with your audience.

- Whole Planet Foundation (@wholeplanet) funds microcredit to alleviate poverty around the globe in 78 countries, including the United States. Join the #PowerYourPurpose5K on August 7 to support people in need. [bit.ly/virtual5k2021](https://bit.ly/virtual5k2021)
- We're running to alleviate global poverty through the work of @wholeplanet. Microcredit clients change their own lives and lift themselves out of poverty with a small loan that enables them to start or expand their own small businesses. Join our team! [bit.ly/virtual5k2021](https://bit.ly/virtual5k2021) #WPF5K
- Microcredit is a hand up, not a hand out. I'm running in the #WPF5K for @wholeplanet to empower the world's poorest people as they start their own businesses. #PowerYourPurpose5K [bit.ly/virtual5k2021](https://bit.ly/virtual5k2021)
- Our #WPF5K team's fundraising supports micro-entrepreneurs like [Name] who is a microcredit client of Whole Planet Foundation's partner in [Country].\* (Find client profiles here: <https://www.wholeplanetfoundation.org/who-we-support/>)

\***Please note**, microloan recipients are microcredit clients of Whole Planet Foundation's microfinance partners, not of Whole Planet Foundation. Whole Planet Foundation funds microloans, but does not administer them.

## GRAPHIC DESIGN & MORE RESOURCES

You are welcome to use our 2021 Power Your Purpose Virtual 5K logo and graphics for web. Find resources in Dropbox here: <https://www.dropbox.com/sh/4j22ohrho84x355/AABwtJgae6csGcH01fVw899Ba?dl=0>

Approved microcredit client stories and photographs to share on your channels are available at [wholeplanetfoundation.org/who-we-support](https://www.wholeplanetfoundation.org/who-we-support). Social media graphics and resources available in [Dropbox](#). If you have a special request, please contact [olivia.hayden@wholefoods.com](mailto:olivia.hayden@wholefoods.com).

## HELPFUL LINKS TO SHARE IN YOUR POSTS

- [bit.ly/virtual5k2021](https://bit.ly/virtual5k2021) (5k registration page)
- <https://www.dropbox.com/sh/4j22ohrho84x355/AABwtJgae6csGcH01fVw899Ba?dl=0> (Images and social media graphics)
- <https://www.wholeplanetfoundation.org/power-your-purpose-virtual-5k-faq/> (registration FAQ)
- <https://www.wholeplanetfoundation.org/who-we-support/> (microcredit client stories)
- <https://www.wholeplanetfoundation.org/about/media-kit> (WPF logos, 2020 brochure, and boilerplate media statement)
- [wholeplanetfoundation.org/about/our-impact](https://www.wholeplanetfoundation.org/about/our-impact) (our impact infographic, updated quarterly)