

SHOW YOUR STRIPES // Social Media Guide

We are so grateful you have decided to *SHOW YOUR STRIPES* with us! Here are some helpful tools to help you share the stripes on social media! For questions, please contact us at marketing@rmhccnaz.org.



1 Rock your stripes

Wear your own red and white or purchase striped Ronald socks at rmhccnaz.org/stripes.



2 Take a photo

Creativity here is encouraged! Show your personality. What if you made a video instead?!



3 Share on social

Show-off your striped masterpiece on social! Don't forget #ShowYourStripesAZ!

TAGS *Be sure to tag us on social media so we can see and share your posts!*

Facebook
Twitter
Instagram
LinkedIn
Hashtags

Ronald McDonald House Charities of Central and Northern Arizona
@RMHCPhoenix
@RMHCPhoenix
Ronald McDonald House Charities of Central and Northern Arizona
#ShowYourStripesAZ

SAMPLE PHOTOS *Here are a couple of ideas of fun ways to show your stripes. Creativity is encouraged!*



SAMPLE POSTS / SCRIPTS *Here are a few captions to pair with your photos to help talk about the campaign. Don't forget to tag us and use #ShowYourStripesAZ.*

- 1 | This May I'm SHOWING MY STRIPES in support of Ronald McDonald House Charities of Central and Northern Arizona (@RMHCPhoenix)! I support the House...
- ...so that families have a place to call home while their child receives the critical medical care they need.
 - ...so that families have a place to call 'home' when they need it most.
 - ...so that families can be together and close to the medical resources their children need.

I challenge YOU to SHOW YOUR STRIPES this month to stand in support of families. Grab your stripes and learn more at www.rmhccnaz.org/stripes. #ShowYourStripesAZ

- 2 | This May I'm SHOWING MY STRIPES for Ronald McDonald House (@RMHCPhoenix)! Since opening 37 years ago, families have made over 57,000 visits to the House while their child receives critical medical treatment here in the Valley.

Join me in spreading the striped spirit all month by rocking YOUR stripes! Ask me how you can get involved or learn more at www.rmhccnaz.org/stripes #ShowYourStripesAZ

- 3 | I'm SHOWING MY STRIPES for Ronald McDonald House (@RMHCPhoenix) and YOU should, too!

Ronald McDonald House is a comforting "home-away-from-home" for families who travel to the Phoenix metro area for medical treatment their children need that isn't available in their home communities. With 3 locations in the Valley, they provided 9,917 nights of rest for families in their time of need last year.

Let's paint the town red and white this May to spread the mission of Ronald McDonald House! Learn more at www.rmhccnaz.org/stripes. #ShowYourStripesAZ

ADDITIONAL RESOURCES *There's so much more to explore! Check out www.rmhccnaz.org/stripes for even MORE fun tools to SHOW YOUR STRIPES this May!*