Social Media Tips

Share your story! Has your family benefited from services at Lucile Packard Children’s Hospital Stanford? Are you a hospital employee or volunteer? Whatever the reason you Scamper—share it!

- Use a fun photo of your family or your inspiration for Scamper-ing.
- Use your custom URL to your Scamper fundraising page.
- Be specific with your ask and call to action.
- Make it personal. Share your connection to the hospital.
- Keep it short and sweet.
- Tag friends and family who might want to give.
- Email close friends and family first, and get some $$$ on your fundraising page before you post it to social media.
- Tag friends to thank them for donating. Tagging will increase your post’s exposure AND make your donors feel extra special.

- Use #SummerScamper2016 and #WhyWeScamper
- Share your fundraising progress updates.
- Consider offering a thank you gift to your supporters.
- Share fundraising progress updates.

Facebook.com/PackardSummer
Twitter.com/StanfordChild
Instagram.com/SummerScamper
raceinfo@supportLPCH.org

6th Annual Summer Scamper

Benefiting Lucile Packard Children’s Hospital Stanford
We’re making thank you paintings to send to friends who donate to our @Summer Scamper page benefiting the children’s hospital where Kanoa was born! In one week, we’ve already raised $590. Please help us reach our $1,000 goal and support kids with care, comfort, and cures. #WhyWeScamper Give here: my.SupportLPCH.org/Kanoa

We did it! Thank you to @Chris, @Lauren, and @Ginger for joining my @Summer Scamper team and running for children’s health today! And THANK YOU to all of you for donating to my Scamper page. In total, we raised more than $500,000 for @Lucile Packard Children’s Hospital Stanford to help more kids in our community. I’m so grateful for your support! #Scamper2015