Thank you for lending your voice to our 2022 Fit 4 Prevention by Keep A Breast™ movement! We are so excited to have you join our cause.

Since 2016, we've had nearly 2,000 studios, gyms and fitness communities join us to support our mission, which is to reduce breast cancer risk and its impact globally through art, education, prevention, and action.

We're glad that our efforts resonate with you and are so excited to be working with you this year.

Your amazing platform and voice will be major in helping us inspire fitness as a healthy, prevention-focused lifestyle while fundraising for our impactful Keep A Breast programming.

We hope being part of our #fit4prevention movement inspires you, and continues to bring health, joy and self care to the forefront of your life. And as always, don't forget to #checkyourself!

Now, let’s get to it!

Xoxo
The Keep A Breast Team

Please review the campaign rundown below for all the things you’ll need to get started as a #fitfluencer!
CAMPAIGN OVERVIEW

Before we dive in with what ways you can help us promote Fit 4 Prevention, here’s a little more about Keep A Breast, the #fit4prevention program, and why it all matters.

At the Keep A Breast Foundation, we recently dropped “awareness” from our mission as it is our belief, along with feedback from the breast cancer community, that there’s enough awareness to go around. Now, action is needed! That’s why you’ll also notice, we call October “Breast Cancer Prevention Month”...and what better way to prevent breast cancer than by living healthy and fit!

Fit 4 Prevention is a fundraising vehicle that helps us support our various programming, including continuing to develop our free self-check app, expand education and outreach globally, provide grants for BIPOC women survivors and those recently diagnosed, provide pop-up education at community events, and fund plaster kits for women through our Treasured Chest Program.

The #F4P movement also is an opportunity for us to join together in educating our communities across the U.S. in the ways to live a healthier, more active lifestyle. Each year, gyms, studios and fitness communities join us to help spread this message, just like you, through donation based classes and events.
✨ Your Fit Kit

As a Fit 4 Prevention #fitfluencer, you’ll be receiving our custom Fit Kit to help you create rad Reels, posts and stories with ease! Our Fit Kit includes a “Chest Day” muscle tank, branded shoelaces, an “i love boobies” bracelet, plenty of fun stickers, a F4P pink bandana and more. We’d love for you to use, wear and enjoy these items when you’re creating content for F4P!

#HASHTAGS

Please incorporate these when posting content for our campaign!

#keepabreast #fit4prevention #f4p #fitfluencer #fitforacause #iamf4p #forthehealthofit #fitness #wellness #breastcancer #breastcancerawarenessmonth #breastcancerpreventionmonth #breastcancerprevention
Fit 4 Prevention Instagram Asks

1. **Swap out your profile photo!**

   Send us your current IG bio photo. We’ll update it to include a pink circle and our F4P logo indicating you’re part of our F4P program and send it back your way.

   *Please send your photo by August 10*

2. **@KeepABreast Collaboration Post**

   We can’t wait to introduce you to our community! Starting August 17 through the beginning of October we’re going to be highlighting you and your fellow #fitfluencers! When we’re ready to introduce you, we’ll invite you to collab on our post—and that’s your cue to let your supporters know you’re a fitfluencer! Please repost and share however else you’d like.

   Here’s what we need for your intro: please share a high-resolution photo of you exercising by August 10. Make sure your face is visible in the photo please. :)  

   Here’s a preview of the “frame” we’ll be using for the collaboration post.
Other information we'll need by August 10:
☑ What are your preferred pronouns?
☑ Why did you choose to join us for Fit 4 Prevention?
☑ Why do you love fitness?
☑ What are your favorite ways to exercise?

Fill out this form to submit your responses to us, as well as your photo assets.

We'll notify you ahead of when we plan to post your introduction, and invite you to collaborate when we post.

3. Profile Description Update

Add "@keepabreast F4P ’22 #fitfluencer" to your bio description

Please complete this step by August 10, ahead of our official kick-off on August 17.

NEXT, THE REAL FUN BEGINS! 💃 CONTENT CREATION FOR OCTOBER

LET’S FUNDRAISE TOGETHER!
Fit 4 Prevention is our biggest fundraising event of the year. With your platform, we’re counting on you to get your followers pumped and raise funds for F4P in October.

Here’s some fun ways to raise funds!

1. Maybe hosting a donation-based class in-person or virtually live-streaming an event is your jam. We love it! You'll want to sign up to host here, which will make donations super simple and easy to track on our end! We’re hearing about some super fun, EPIC events your fellow fitfluencers are planning already and we can’t wait to see the fun pics and hear all about it! The sky's the limit when it comes to creating a fun experience for your community focused on fitness for prevention!

Have any questions or need support? You can chat with me! Just reach out via email at jade@keep-a-breast.org.
2. LOVE all of IG’s latest fun and interactive features? You can join our @fit4prevention fundraiser on Instagram! We’ll be inviting you and your fellow fitfluencers to collaborate on the fundraiser by Sept. 27th, so be sure to hit accept if you want to team up and raise funds together this way!

If you’re going this route, let your creative juices flow and create awesome content that raises visibility for the IG fundraiser. You can share it in stories with the fundraiser link, create a reel, whatever you love to create works for us!

Here’s how to join our IG Fundraiser and share:

1. Visit our @fit4prevention account to view the ‘22 fundraiser. Tap on the fundraiser progress bar in the profile.

2. Tap share in the next screen.

3. Tap story.

4. Share the fundraiser along with “Fit 4 Prevention by @keepabreast kicks off next week! Support F4P Today.”
**Content Creation | Help us amplify our #F4P message further!**

In addition to fundraising, we'd love for you to help us drive visibility for Fit 4 Prevention in your role as a '22 #fitfluencer during Breast Cancer Prevention Month (Oct. 1- Oct. 31)

Below we've cultivated some fun ideas for content creation. Choose your adventure—whichever content idea speaks to you the most or come up with your own— we're here for it!

**Option A: IG Story Series**

Post a three-slide video story series of you "getting Fit 4 Prevention"

Content ideas include: gym time, running outside, HIIT, etc.

Stories should tag @keepabreast @fit4prevention and include the hashtags #fit4prevention #fitfluencer

Your first slide or second slide can include a 1-2 sentence response on "why I choose to get #fit4prevention."

Your third slide is a good placement to share our fundraiser on our IG @fit4prevention account, or more details about your livestream event, class or whatever F4P fun you're getting up to in October!

**Option B: “The Movement Starts Now” Reel**

Create and post a Reel (featuring any fitness-related activity) w/ a voice over that explains “Today I'm getting Fit 4 Prevention in collaboration with the Keep A Breast Foundation. I've chosen to team up with Keep A Breast this year for their annual fitness movement because _________. Here's how you can join in too…“

Here's some suggested points to include in your messaging: “The #fit4prevention movement is here! Join me in supporting @keepabreast and their mission to reduce breast cancer risk and its impact globally through art, education, prevention, and action.”

Please tag @keepabreast and @fit4prevention in your Reel. Be sure to utilize the provided hashtags provided in this guide in your caption.

**Option C: Carousel Workout OR “A Day in the Life”**
Workout Option
Create a workout tutorial of up to 5 workout movements, in carousel format. They can be either static images or short clip videos (recommended)

Caption add-in: Include @fit4prevention #fitfluencer @keepabreast in your caption.

Day in the Life Option
Please share snaps of healthy habits, self-care and fitness activities you may do in a day.

Caption add-in: Please include @fit4prevention #fitfluencer @keepabreast in your caption.

In addition to this feed carousel post, please tag @keepabreast and @fit4prevention with the #fitfluencer hashtag in your stories related to fitness 1-2x per week throughout the weeks of 8/29-9/30

These are just some of our ideas of what could be fun, but we know you’re an expert at creating fitness content that your followers love! We want you to create content that you enjoy making and feel confident about, so do what works best for you!

As a reminder, if you have any questions, I’m here to help! Just reach out at jade@keep-a-breast.org.

Thank you, thank you, thank you for joining the F4P movement! We are so grateful for this collaboration and we hope you enjoy creating fun content in the name of fitness, health and boobies!

#Everydayischestday

Xoxo,
The KAB Team