

WTELN Toolkit

NEW TOOLKIT MESSAGES:

All Channels:

1. **FACEBOOK, INSTAGRAM:** Lupus is an unpredictable and misunderstood autoimmune disease that can impact different parts of the body from major organs like the skin and heart to the nervous system, including your brain and more.

Support me in my efforts to help fight this disease during the virtual #WalktoEndLupusNow event with a donation that can help support research education, and support services for those living with lupus. #WTELN **[insert donation link]**

2. **FACEBOOK, TWITTER, INSTAGRAM:** I'm raising money for the Lupus Foundation of America in efforts to help end lupus, a potentially fatal autoimmune disease that affects 1.5 million Americans.

Please support me as I participate in the virtual #WalktoEndLupusNow with a charitable donation - together we can help make a difference. #WTELN **[insert donation link]**

3. **FACEBOOK, TWITTER, INSTAGRAM:** There are only __ weeks/days left until the virtual #WalkToEndLupusNow event in support of people battling lupus and I am less than \$__ away from my personal fundraising goal.

A donation from you can help me get there as I raise money for lupus research and support and education services. #WTELN **[insert donation link]**

4. **FACEBOOK, TWITTER, INSTAGRAM:** I walk in @lupusorg's #WalkToEndLupusNow event to raise awareness and support people like [relationship (ie. myself, my sister etc)], living with lupus, a chronic autoimmune disease.

Please help me reach my goal of \$__ in the fight against lupus so people like [relationship] don't have to suffer from this awful disease. #WTELN **[insert donation link]**

5. **FACEBOOK, TWITTER, INSTAGRAM:** Please consider joining me in the fight against lupus with a donation that will raise money for research and support and education services.

Donate to help improve the lives of those with lupus, a chronic autoimmune disease that can impact any part of the body. #WalkToEndLupusNow #WTELN **[insert donation link]**