**SAMPLE MESSAGES TO SEND VIA SOCIAL MEDIA**

**When asking people to support CMHA adding a personal story can be powerful.  Personal stories also empower others to talk more openly and/or seek help, further reducing stigmas associated with mental illness and mental health problems. If you do not have a personal story to share, here are some examples of ways that you can share the importance of mental health and let people know you're raising funds for CMHA-PEI.**

*This holiday season, I’m participating in the Prince Edward Island Marathon’s 30 Day challenge to raise funds for CMHA-PEI. The Canadian Mental Health Association, PEI Division is dedicated to promoting the mental health of all Islanders. CMHA-PEI will prioritize funds to their White Cross Christmas Campaign which aims to distribute 800 gift bags packed with essentials (hats, mitts, scarves, toiletries) to Islanders in need who suffer with mental health and/or emotional problems. Help me make some spirits bright this holiday season by supporting my participation in this initiative. You can donate online via (insert link to online fundraising page or instruction on how to make a pledge)*

*The holiday season is fast approaching along with all the stress associated with the financial burdens of buying gifts, all those extra chores, entertaining people etc…, but imagine if you couldn’t buy gifts, and didn’t have anyone to really buy for? What if on top of that, you suffered with mental health problems? Many Islanders find themselves in this situation, turning the holidays into a particularly dark time of year. That’s why I’m joining the PEI Marathon’s 30 Day Challenge to raise funds for the White Cross Christmas Campaign which aims to distribute 800 gift bags of essentials (mitts, hats, scarves, toiletries) island-wide to those in need who suffer with their mental or emotional health. Please join me by donating via (insert link to online fundraising page or instruction on how to make a pledge) and let’s make some spirits bright!*

*Looking for a worthy cause to support over the holidays? Look no further. The PEI Marathon has got a cause for you! They’ve issued a new 30 Day challenge to past participants and all Islanders to fundraise for CMHA-PEI’s White Cross Christmas Campaign which aims to distribute 800 gift bags of essentials (hats, mitts, scarves, toiletries) to Islanders in need who suffer with their mental and/or emotional health. The stress around this time of year can darken anyone’s holidays, but this group of recipients at a particular risk. Help me make spirits bright this Christmas by joining me and supporting this great initiative. (insert link to online fundraising page or instruction on how to make a pledge)*