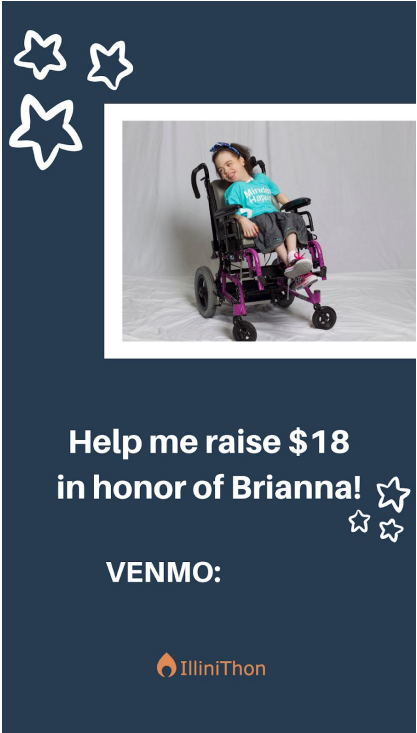


PUSH HOUR: Brianna

Facebook: Hi friends! IlliniThon’s Big Event has officially started! Today, I will be on my feet for the next 12 hours in honor of all the families, nurses, and doctors at St. John’s Children’s Hospital in Springfield, IL. The event has just begun and I have already heard Brianna’s incredible story. Brianna was diagnosed with Marshall Smith syndrome at just 6 months old and was given a life expectancy of 18 months. As Brianna is turning 18 years old this year, she is celebrating her last IlliniThon with us. In honor of Brianna, I am trying to raise \$18 in the next hour. Please considering donating by clicking on the link here **[INSERT DONOR DRIVE LINK]**

Text Message: Hey **[INSERT NAME]**! I’m at IlliniThon right now and I just heard an amazing family story. Brianna was diagnosed with Marshall Smith syndrome when she was born and was given a life expectancy of 18 months, however, in September, she is turning 18 years old! In honor of Brianna, I am trying to raise \$18 this hour. Would you like to support me? Any amount helps! Just click on this link **[INSERT DONOR DRIVE LINK]**

Snapchat/instagram story:



PUSH HOUR: Kaydence/St. Ambrose

Facebook Option 1: Hey friends! It is hour 3 of IlliniThon and I am having an amazing time! IlliniThon is just ONE of the amazing dance marathon programs in the country. St. Ambrose University in Iowa is also having their dance marathon today! For a friendly competition, we are trying to raise more money than St. Ambrose in the next hour! Show your support for your favorite dance marathon by donating here **[INSERT DONOR DRIVE LINK]**

Facebook Option 2: Hey friends! I am now 3 hours into IlliniThon and am having an amazing time! Listening to how much our miracle kiddos have gone through is really inspiring. For instance, Kaydence was born premature, and only weighed 1 pound and 15 ounces. She had an infection throughout her body, meningitis, a grade 3 brain hemorrhage, hydrocephalus, a hole in her heart, a perforated intestine, and has had 6 surgeries. Despite the odds, Kaydence is now a happy 9 year old! My goal is to raise \$60 in the next hour in honor of all the surgeries Kaydence has undergone in her 9 years. If you would like to support me, you can donate here **[INSERT DONOR DRIVE LINK]**

Text Message: Hey **[INSERT NAME]!** I have been at IlliniThon’s Big Event for 3 hours now and I am having an amazing time! Kaydence, one of our miracle kiddos, has had 6 surgeries despite only being 9 years old. In honor of Kaydence, I am trying to raise \$60 within the hour! I would greatly appreciate any donation, even \$1! Thank you! **[INSERT DONOR DRIVE LINK]**

Snapchat/instagram story:



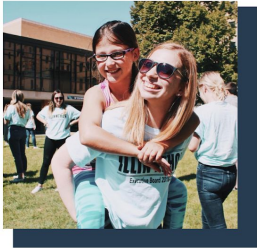
PUSH HOUR

Help me raise \$60 in honor of Kaydence!

venmo:



PUSH HOUR FOR KAYDENCE!



HELP ME RAISE \$60 IN HONOR OF KAYDENCE'S 6 SURGERIES!

VENMO:



PUSH HOUR: Every kid deserves to be an Illini

Facebook Option 1: Hey Friends! It's hour 9 of IlliniThon! Today I have been reminded of just how lucky I am to have had a happy and healthy childhood which something I definitely take for granted. Not every kid gets to become an Illini, but they should. In 3 hours when the Big Event ends, I will get to go home to my bed. For kiddos in the hospital, it is not that simple. Their fight for a healthy future doesn't end when the Big Event does. If you haven't yet, please considering donating to my donor drive because every kid deserves to become an Illini. I-L-L!!!! **[INSERT DONOR DRIVE LINK]**

Facebook Option 2: Hi everyone! It's currently hour 9 of IlliniThon. I just learned that 43 kids are diagnosed with cancer every day and 1 in 8 out of those kids does not survive. In honor of these brave kiddos, I am trying to raise \$43 this hour. You can donate to support my efforts to fight against pediatric illness here: **[INSERT DONOR DRIVE LINK]**

Text Message Option 1: Hey **[INSERT NAME]**! I just heard some incredible stories of current Illini who have overcome pediatric illness. I couldn't even imagine having to spend my childhood in a hospital. I want to give every kiddo the opportunity to be an Illini. Help me stop pediatric illness by donating to my donor drive. **[INSERT DONOR DRIVE LINK]**

Text Message Option 2: Hey **[INSERT NAME]**! I'm at IlliniThon right now and I just heard an incredible story of a fellow Illini, Jimmy, who has beat two different types of cancer. I also learned that 43 kids are diagnosed with cancer every day and 1 in 8 of those kids will not survive. In honor of these brave kiddos, I am trying to raise \$43 in the next hour. Would you like to help me fight cancer? You can make a donation here **[INSERT DONOR DRIVE LINK]**

Snapchat/instagram story:



Fundraising Jail Templates

Facebook or Text: HELP! I'm at IlliniThon and I was put in fundraising jail by our miracle kiddo **[INSERT MIRACLE KIDDO NAME]**! I can't get out until I raise \$20 for the kids! You can donate at this link **[INSERT DONOR DRIVE LINK]** or venmo **[INSERT VENMO]**. All donations go straight to St. John's Children's Hospital in Springfield! FTK!

[Insert picture of you inside the fundraising jail]

Facebook or Text: HELP! I'm at IlliniThon and I was put in fundraising jail by **[INSERT FRIEND'S NAME]**! I can't get out until I raise **[INSERT DOUBLE AMOUNT OF MONEY YOU WERE PUT IN FOR]** for the kids! You can donate at this link **[INSERT DONOR DRIVE LINK]** or venmo **[INSERT VENMO]**. All donations go straight to St. John's Children's Hospital in Springfield! FTK!

[Insert picture of you inside the fundraising jail]

Instagram story: *[Post a picture of you inside the fundraising jail, insert a venmo poll asking for donations]* HELP! I'm stuck in jail until I raise **[INSERT AMOUNT OF MONEY]**. Can I venmo request you FTK? **[INSERT VENMO POLL]**

Snapchat Story: *[Post a picture of you inside the fundraising jail, attach link to your donor drive]* HELP! I'm stuck in jail until I raise **[INSERT AMOUNT OF MONEY]**. Swipe up to donate to IlliniThon, FTK!

Pie in the Face Template

Facebook: Wanna see me get pie'd in the face FTK? For every **[INSERT AMOUNT OF MONEY]** donation I receive from now until 6:30pm, one whipped cream pie will be thrown at me! Don't miss your chance to join our movement and help the amazing kiddos at St. John's Children's Hospital by donating to this link **[INSERT DONOR DRIVE LINK]** or by venmoing **[INSERT VENMO]**. I'll be streaming a live video of the pies at 7:30pm on **[INSERT SOCIAL MEDIA]**, so make sure to tune in! FTK!

[Post picture of you holding the pie in the face sign]

Instagram Story: *[Post picture of you holding pie in the face sign at the big event, insert venmo poll]* For every **[INSERT AMOUNT OF MONEY]** I raise until **[INSERT TIME]**, I'll be getting a pie thrown in my face! Can I venmo request you? **[INSERT VENMO POLL]**

Snapchat Story: *[Post picture of you holding pie in the face sign at the big event, attach your donor drive link to story]*

Wanna see me covered in pie? Donate **[INSERT AMOUNT OF MONEY]** by swiping up to have a pie thrown at me! Or you can venmo **[INSERT VENMO]**! FTK!

Duct Tape Template

Facebook: HELP! I can't speak until I raise **[INSERT AMOUNT OF MONEY]** FTK! Help IlliniThon create more first words and miracles for the kiddos of St. John's Children's Hospital by donating to this link **[INSERT DONOR DRIVE LINK]** or by venmoing **[insert venmo]**. Thank you and FTK!
[Post picture of you with duct tape over your mouth holding the "I can't speak..." sign]

Instagram Story: *[Post picture of you with duct tape over your mouth holding sign, insert venmo poll]* HELP! I can't speak until I raise **[INSERT AMOUNT OF MONEY]** FTK! Help us create more miracles and more first words, can I venmo request you? **[INSERT VENMO POLL]**

Snapchat Story: *[Post picture of you with duct tape over your mouth and holding the sign, attach donor drive link to your story]* HELP! I can't speak until I raise **[INSERT AMOUNT OF MONEY]** FTK! Donate by swiping up!

Need to Hit Minimum?

Facebook: Hi friends and family! I am at IlliniThon's Big Event! I am only **[INSERT AMOUNT OF MONEY]** away from reaching \$125! There is still time to join the movement by donating to this link **[INSERT DONOR DRIVE LINK]**. All donations help save the lives of children at St. John's Hospital in Springfield and are greatly appreciated! Any amount can help brighten a kiddo's day.

Instagram Story: *[Post picture of you at the event or a sign at the big event]* IlliniThon's Big Event has officially started! I am so close to raising my goal of \$125! Can I venmo request you FTK? **[INSERT VENMO POLL]**

Instagram Story: *[Post picture of a miracle kiddo or you with a miracle kiddo]* IlliniThon's Big Event has officially started and I am still trying to hit my goal of \$125! Can I venmo request you to help kiddos like **[INSERT KIDDO NAME]**? **[INSERT VENMO POLL]**

Snapchat Story: *[Post picture of you at the event or a sign at the big event, attach donor drive link to story]* IlliniThon's Big Event has officially started and I am close to my goal of \$125! Swipe up FTK!

Snapchat Story: *[Post picture of a miracle kiddo or you with a miracle kiddo, attach donor drive link to story]* IlliniThon's Big Event has officially started and I am still trying to reach my goal of \$125! Swipe up to help kiddos like **[INSERT KIDDO NAME]**!

At the big event (not asking for money)

Facebook: Hi friends and family! I have officially arrived at IlliniThon's Big Event! I'm here with my team **[INSERT TEAM NAME]** and cannot wait to meet the kiddos! Keep an eye out for my social media posts today to stay updated on everything the Big Event has to offer! Thank you all for your continued support, these next 12 hours are going to be amazing! FTK!

[Post a picture with some teammates wearing your big event shirts by IlliniThon sign]

Facebook: IlliniThon's Big Event has officially begun! I'm here with our miracle kiddo **[INSERT KIDDO NAME]** and we are ready to take on these next 12 hours! Watch my social media for more updates and everything IlliniThon! FTK!

[Post a picture of you with a kiddo]

Instagram Story: *[Post a fun picture of you with your friends at the event, picture of a banner or decorations at the event, take a boomerang of the decorations, take a boomerang of you and/or your friends showing off their best moves]* (LET EVERYONE KNOW YOU ARE AT THE EVENT AND READY FOR THE NEXT 12 HOURS), tag @IlliniThon in your post!

Snapchat Story: *[Post a fun picture of you with your friends at the event, picture of a banner or decorations at the event, take a boomerang of the decorations, take a boomerang of you and/or your friends showing off their best moves, use the big event snapchat filters]*, (LET EVERYONE KNOW YOU ARE AT THE EVENT AND READY FOR THE NEXT 12 HOURS), tag @IlliniThon in your post!