



# Supporters' social media pack

Thank you for being a part of our Care for a Cuppa 35 fundraiser. To help promote your event and engage with those attending, we've created a social media pack. You'll find suggested posts, key messages and hashtags that you can adapt and use across your social media channels. Please feel free to modify any content.

To tag us in your social media posts - you can find the relevant handle below:

Facebook - [@khhospicestafford](#)

Insta - [@khhospice](#)

Linked In - [Katharine-house-hospice-stafford](#)

TikTok - [@khhospice](#)

YouTube - [@khhospice](#)

X – [@KHHospice](#)

## Key Messages

- Supporting a charity's 35<sup>th</sup> Anniversary - Katharine House Hospice has helped over 30,000 patients and their families since 1989.
- We rely on the generosity of the local community to fund two thirds of our care.
- It costs over £4 million year to run our services.
- We can help from day one of a diagnosis of an incurable illness including Parkinson's, heart failure, cancer and many more.

## Suggested posts

**A couple of weeks before your event: General announcement / invitation (don't forget to tag us to reach more people)**

We are so pleased to be hosting a Care for a Cuppa 35 (insert your event / coffee morning / bake sale / tea party) to raise money for Katharine House Hospice. (use tag) Include details on location, time and how to find out more.

#CareForACuppa35 #CharityFundraiser

A couple of days before: Reminder

Don't forget (call to action? Bake a Cake? Bring your pennies etc) Time and location

#CareForACuppa35 #CharityFundraiser

### On the day:

Our Care for a Cuppa 35 (cake sale / coffee morning etc) is happening today! We are so excited.

#CareForACuppa35 #CharityFundraiser

**Did you know - you can create an event on FB and Linked In which means you can send invitations to your followers / contacts?**

Post-event – thank you message

Thank you to all who supported our Care for A Cuppa 35 fundraiser for Katharine House Hospice! Together, we raised £xxx that will go towards funding the charity's free specialist care.

#CareForACuppa35 #CharityFundraiser

## Visuals

- Include photos of your event in action
- use emojis and hashtags

## Hashtags

🔖 #CareForACuppa35

🔖 #CharityFundraiser

 #StaffordCharity

 #BakeADifference