



Swim Across America College Ambassador Social Media Toolkit ★2024★

1. Ambassador Announcement

This year I was selected to be a Swim Across America College Ambassador! I will be helping spread the mission to fund life saving cancer research, clinical trials and patient programs through swimming events. I hope you will join me in the fight against cancer. Learn more: www.swimacrossamerica.org

PHOTO: [Option 1](#), [Option 2](#) (add an image of yourself to the frame), [Option 3](#) (add an image of yourself to the frame) OR use a photo of your own.

2. Why I Swim Story

Cancer has touched us all in different ways; it is what unites us and drives our community to make a difference.

I got involved with Swim Across America because...

3. Fundraising Ask

OPEN WATER/POOL: I'm participating in a Swim Across America benefit swim to #fightcancer. Money raised from my swim will go to SAA doctors and researchers pioneering new cures to beat this dreaded disease. Please support me as I 'make waves to fight cancer.' <INSERT PERSONAL FUNDRAISING PAGE URL>

SAA MY WAY (VIRTUAL): I'm participating with Swim Across America to #fightcancer. Money raised from my (EVENT OF CHOICE) will go to SAA doctors and researchers pioneering new cures to beat this dreaded disease. Please

support me as I 'make waves to fight cancer.' <INSERT PERSONAL FUNDRAISING PAGE URL>

4. Fundraising Push

Together you have helped me raise (X)% of my fundraising goal! Thank you donors! Please support my swim as I raise money to fund life-saving research! <INSERT PERSONAL FUNDRAISING PAGE URL>

5. Recruitment

Want to join me in the fight against cancer this year? Swim Across America allows us to come together as a collective community and make a tangible impact in the fight against cancer. You can swim, volunteer or participate virtually. Join me in 'Making Waves to Fight Cancer' by registering for my team here: <LINK TO TEAM PAGE>

6. Venmo Me Campaign

Copy, graphic and more information found [here](#).

7. Instagram Story Bingo

Use the graphic found [here](#) to promote your fundraiser on Instagram stories. Find people to donate the set amounts and update the graphic by crossing them off as you receive donations in those amounts.