

# #Ride4Malawi

## SOCIAL MEDIA TOOLKIT


Social media platforms provide a simple and effective way to reach out to friends and family, promote AGE Africa and girls' education, and encourage donations to your personal Ride for Malawi fundraising goals!


Be sure to follow AGE Africa on [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) and post on social media at least once a week! It's as easy as copy-&-paste:

### WHEN YOU FIRST REGISTER!

 I just registered to #Ride4Malawi on September 25th! Join me as I bike 20 miles for girls' education, or donate to my personal fundraising page at [\[your fundraising link here\]](#) #DCBikeRide #WeRideTogether


 This year's Ride for Malawi goal of \$115,000 will provide scholarships to secondary school for girls in Malawi. Every dollar counts! Contribute to AGE Africa through my personal fundraising page at [\[your fundraising link here\]](#)! #Ride4Malawi #DCBikeRide #WeRideTogether


 This September I will #Ride4Malawi! Join me or donate to @AgeAfrica via my fundraising page at [\[your fundraising link here\]](#)

 Supporting girls' education can begin with one click! Check out @AGEAfrica and donate to my #Ride4Malawi fundraiser [\[your fundraising link here\]](#)




### WHY DO I #RIDE4MALAWI?

 In rural Malawi female students are outnumbered 6 to 1, but we can help close the gap! Check out my 2021 Ride for Malawi fundraising page at [\[your fundraising link here\]](#) & learn more at [ageafrica.org](#) #Ride4Malawi #DCBikeRide #WeRideTogether

 96% of AGE Africa scholars complete secondary school, compared to only 6% of Malawian girls nationwide. Join me in fundraising for #GirlsEducation at [\[your fundraising link here\]](#)! #Ride4Malawi #DCBikeRide #WeRideTogether


 Girls in Malawi walk or bike on average a triathlon-length distance to and from school each week #Ride4Malawi #DCBikeRide #WeRideTogether

 Girl by girl, school by school, village by village, we will transform a nation together @AGEAfrica #Ride4Malawi #DCBikeRide #WeRideTogether


✓ **TIP: CHARACTER LIMITS GOT YOU DOWN?**

If you want to post your personal fundraising page or other too-long links, go to [BITLY.COM](https://bitly.com) to create a shortened hyperlink for free!

**GEARING UP FOR THE BIG EVENT!**

 Today I will bike 20 miles for #GirlsEducation! Support me as I #Ride4Malawi by donating to my personal fundraising page at [\[your fundraising link here\]](#)! Your donation provides scholarships, life skills education, and career path support for girls in Malawi! #WeRideTogether


 There are just **[XX] [weeks/days]** left until I #Ride4Malawi on September 25th! This year's goal of \$115,000 will change the lives of many girls—every dollar counts! Help me reach my personal fundraising goal at [\[your fundraising link here\]](#). #DCBikeRide #WeRideTogether


 Today I will bike 20 miles! Support me as I #Ride4Malawi by donating to my personal fundraising page [\[your fundraising link here\]](#).


 In just **[X] [weeks/days]** I will #Ride4Malawi to help send girls to school! Check out @AGEAfrica to learn how you can support #GirlsEducation in #Malawi.



**THE WEEK OF #RIDE4MALAWI & EVENT DAY!**

 "Girls' education is important because it protects us from early and unhealthy marriage and improves the living standards of our families." - Catherine, AGE Africa Scholar, Form 2. Your contribution will transform the lives of girls like Catherine who work hard every day just to attend school. There are only **[X]** days left until #Ride4Malawi! Contribute to my personal fundraising page at [\[your fundraising link here\]](#) to help make a difference! #WeRideTogether

 Today is event day! Thank you so much to everyone who donated to my personal fundraising page. Together we have ensured that young women will receive scholarships to attend school this fall! #Ride4Malawi #DCBikeRide #WeRideTogether

 Today I #Ride4Malawi to support #GirlsEducation! Thank you to everyone who helped me reach my fundraising goal! #WeRideTogether

✓ *TIP: Check out our official #Ride4Malawi photos on our social media pages and share them with your family, friends, and colleagues!*



FIND US ONLINE:     | [ageafrica.org](https://ageafrica.org)