

➡➡ On the move ↗↗

for **FOCUS**Ireland

supported by  HORIZON.

Social Media Guide

Why do we need your support?

Homelessness affects real people; men, women, children, families, young people, elderly, and people with disabilities.

Focus Ireland is driven by the fundamental belief that homelessness is wrong. We work to prevent homelessness and find sustainable long-term solutions to help people leave homelessness forever.

Over 12,200 people are experiencing homelessness in Ireland, including 1,700 families and 3,500 children.



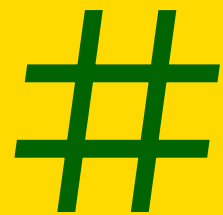
The power of social media!

Social media is a powerful tool for creating awareness and provides the perfect platform for sharing your progress and your fundraising page!

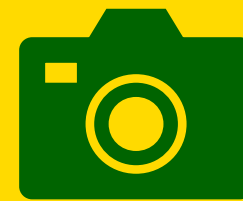
Here are some tips:



Share your fundraiser
on social media



Tell us why you're
challenging
yourself, using
#Onthefirstmove



Post pictures of your
training leading up
to, and on, the big
day!



Stay updated by
following
@FocusIrelandCharity
and
@HorizonTherapeutics



Sample Posts (1/3)



"This summer, I am getting #Onthemove for @FocusIreland. I will be challenging myself to complete *{event name}* to support Focus Ireland's vital work in helping families and children exit homelessness.

There are currently 1,700 families, including 3,500 children experiencing homelessness in Ireland. I believe that everyone has the right to a place they can call home.

Your support allows Focus Ireland to provide individuals, families and children trapped in homelessness the immediate and practical support they need.

Show your solidarity and join me as I get active and fundraise for Focus Ireland.

You can register to participate in 'On the move' or contribute towards my fundraising target: *{insert url}*".

Sample Posts (2/3)



"This summer, I am getting #Onthemove for @FocusIreland. I will be challenging myself to complete *{event name}* to support Focus Ireland's vital work in helping families and children exit homelessness.

Show your solidarity as I take on this fitness challenge to fundraise for Focus Ireland!

You can register to participate in 'On the move' or contribute towards my fundraising target on my profile page. *{insert url}*"

#OntheMove



Sample Posts (3/3)

"There are over 1,700 families without a place they can call home in Ireland – play your part in the fight against homelessness by donating to #Onthemove for @focusirelandcharity"

"Thank you @ {friend} for your generous donation to my #Onthemove fundraiser – your support is making a difference for families experiencing homelessness!"

"I'm very close to my fundraising target for #Onthemove with @focusirelandcharity – please share my page {insert url} and help me reach my goal before {event date}!"

"Check out my #Onthemove challenge for @focusirelandcharity – I'll take on the {event name} on {event date} to fight homelessness! {insert url}."

Thank you!

The Focus Ireland team are here to help. If you have any questions, please feel free to contact us. And don't forget to check out our fundraising guide and other resources on the ['On the move' website!](#)

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Together, we have moved one step closer to ending homelessness.

