

Social Media Copy Examples / Suggestions

“I am completing the Muscles for Muscles Squat Challenge to help build muscles for those who can’t and raise awareness for those living with FSHD”. Help support me during this challenge by donating today”.

“This challenge is bigger than just fundraising, it is personal to the one million people and their families living with FSHD. They need your help to find treatments and a cure. Join the fun, get involved, and do something positive this year alongside with me.”

“100% of all donations received from the Muscles for Muscles Squat Challenge will directly support FSHD Global’s quest to find treatments and an ultimate cure for FSHD”

“Over the course of September we want to collectively achieve over 1 million squats! Yes that is a big number but this represents the number of people worldwide who live with this debilitating disease, Facioscapulohumeral Muscular Dystrophy”

“Together, we can make a real difference – sign up today! Combining your efforts, and funds raised for research we will build muscles for those who can’t!”

“I am completing The Muscles For Muscles Squat Challenge. Support me support those living with FSHD by donating today”

“I am completing The Muscles For Muscles Squat Challenge. I will be attempting to achieve over X amount of squats across the month of September”. You can help support me during the challenge by donating a small amount. Please click on the link below (insert your donation page link)”

“Take part in The Muscles for Muscles Squat Challenge and make difference”. Registrations are now open. Click here to register today <https://fshdglobal.org/muscles-4-muscles/register-now/>”

FSHD Information

Why?

The Muscles for Muscles Squat Challenge encourages people of all fitness levels to partake in building their muscles for those who simply can't.

It also gives people living with this debilitating disease an opportunity for their friends and loved ones competing in their team, a sense of empathy to the importance of having functional muscle and movement.

100% of all tax deductible donations generated from the Muscles for Muscles Squat Challenge will directly fund medical research and education into muscle wellness, muscle technology and an ultimate cure for FSHD. With your help we can continue to fight for a cure, and fast track treatments for our loved ones in the community.

What is FSHD?

Facioscapulohumeral muscular dystrophy (FSHD) is a highly complex and progressive muscle wasting disease causing weakening and loss of skeletal muscles. FSHD is one of the most common forms of muscular dystrophy in adults and children.

People with FSHD live with no known cure and few treatments currently available. As a genetic disease, FSHD affects people of all ages, religion, sex and body type. It does not discriminate, and neither does this campaign!

EMAIL COPY (to send to family and friends)

The FSHD Global Research Foundation is proud to launch their new initiative “Muscles for Muscles”. The aim of this campaign is to build muscles for those who can’t and importantly drive awareness and funding towards finding treatments and a cure for FSHD.

I am pleased to announce that I am taking part in this initiative and I invite you to join me participating in the upcoming Muscles for Muscles Squat Challenge.

HOW DOES IT WORK?

The Muscles for Muscles Squat Challenge is a month long campaign which will run throughout September 2020. Join my team and contribute to our team target and get squatting. Complete your squats any time, in any place, as long as you meet your daily target. Be creative with your squats and share your squat style with us- we want to see how many different types of squats you can achieve, and how!

Over the course of September FSHD Global want to collectively achieve over **1 million squats!** Yes that is a big number but this represents the number of people worldwide who live with this debilitating disease, Facioscapulohumeral Muscular Dystrophy.

Along the way we’ll give you some squatting tips and you’ll also get a chance to raise much needed funds for FSHD Global Research Foundation with some awesome prizes up for grabs!

Can’t squat – no problem! For many people living with FSHD, doing a squat is near impossible. Which is why this campaign is so important to raise awareness of the dramatic impact of this debilitating disease. Instead, you can create your own team and invite your family and friends to participate in the challenge and build muscles on your behalf.

PRIZES

There are two amazing prizes up for grabs for the individual and the team who raises the most donations during the campaign. Be sure to share your fundraising link with your family and friends and remember that you don’t have to participate in the squat challenge to make a donation and support this wonderful cause.

THE SQUAT CHALLENGE



1ST PLACE - INDIVIDUAL

5 nights accommodation in a 2 bedroom apartment at Wyndham Resort Denarau Island Fiji

1ST PLACE - TEAM

\$1000 Rebel Sport Voucher/Gift Card.

There's never been a better time to step up for your own health while making a meaningful impact in the lives of others!

For more information on the Muscles for Muscles Squat Challenge, go to <https://fshdglobal.org/muscles-4-muscles/> or click on the link below to join my team and feel good by doing good.

[insert link for team registrations]

Kind Regards,

Your Name