



## Freed to Run Social Media Guide

### About Freed to Run

Freed to Run 3.0, which will take place Dec. 15-20, 2019, is a point-to-point relay consisting of six marathons in six days, from the Florida Supreme Court in Tallahassee to the Duval County Courthouse in Jacksonville, a course completed in 2017 for the first time by attorney Mike Freed of the Jacksonville office of Gunster. Freed raised \$70,000 for Jacksonville Area Legal Aid through the trek in 2017. For the third year in-a-row, he is planning a repeat accompanied by relay teams, each of which will jointly run one of the six marathons. With each team pledging to raise at least \$10,000, Freed to Run is expected to contribute \$180,000 each year toward a \$2.25 million endowment for the Northeast Florida Medical Legal Partnership (NFMLP). Because Baptist Hospital is matching all donations to the NFMLP endowment at 125 percent, fundraising through Freed to Run will generate more than \$400,000 each year for the endowment. Through the NFMLP, Jacksonville Area Legal Aid (JALA) addresses the civil legal needs of children who have medical conditions that are exacerbated or complicated by the conditions in which they live, a lack of access to health insurance, and their families' lack of financial resources. JALA challenges wrongful Medicaid denials, holds landlords to account for conditions that compromise children's health, and solves other civil legal problems so as to enable families to focus on their children's medical and emotional needs and treatment plans.

### Freed to Run Social Media

JALA is thrilled to have so many partners, sponsors, teams and supporters involved in the Northeast Florida Medical Legal Partnership (NFMLP) and Freed to Run. We hope all will engage in social media to raise awareness of the cause, the teams and the fundraising effort in the months leading up to the event. We intend to use a combination of educational, inspirational and fun content designed to increase engagement. Here's how you can support the social media effort.

### How You Can Help

1. Follow Jacksonville Area Legal Aid, Freed to Run and Mike Freed and share and retweet event and fundraising content.

	<u>JALA</u>	<u>Freed to Run</u>	<u>Mike Freed</u>
<b>Facebook</b>	@JacksonvilleAreaLegalAid	@FreedToRun	
<b>Twitter</b>	@JaxLegalAid	@freedorun	@FreedToBe
<b>LinkedIn</b>	<a href="https://www.linkedin.com/company/jacksonville-area-legal-aid-inc./">https://www.linkedin.com/company/jacksonville-area-legal-aid-inc./</a>		

2. Use the hashtags for the event: **#JALAhelpsKids #FreedToRun**

3. Generate your own social media about the event.

- Engage with other teams, sponsors and supporters in a positive way. Don't be afraid to have fun. You can find a continuously updated list of teams and their social media at: [https://docs.google.com/spreadsheets/d/1GFxMEB9W6CSZp6u8FDao\\_La54OiwjdT3rvOJZusl1m4/edit?ts=5b4f40df#gid=2244907](https://docs.google.com/spreadsheets/d/1GFxMEB9W6CSZp6u8FDao_La54OiwjdT3rvOJZusl1m4/edit?ts=5b4f40df#gid=2244907).
- Share your online donation link, which you can find by clicking on your logo at <https://www.jaxlegalaid.org/freedtorunsupport/>
- Tag other participants and sponsors in posts about Freed To Run.
- Celebrate your fundraising successes and thank your donors on social media.
- Issue fundraising challenges to other teams. Don't be afraid to use a little humor. We plan to.
- If you are a team captain, share this guide with the marketing team for your company or firm and encourage them, as well as your team members who use social media, to engage in the event social media.
- If you are in the marketing and public relations department of a participating team or a sponsor, use this as an opportunity to show off your corporate social responsibility and your company's or firm's support for the children in your community with significant medical and legal needs.