



Share Your Story

TOOLKIT

Focus on sharing your story and the story of who you are walking for (Eve, Amy, Ivan) on your social media.

Stories are powerful. When told well, they can create shared connection and understanding, and remind us of our common humanity. This challenge is focused on sharing them as far and wide as we can.

Use your social media to **create change FOR GOOD** by sharing the graphics in this kit and spreading the word.

SOME CAPTION IDEAS:

- Share the stories of Eve, Ivan, and Amy. Check out the “story cards” in this kit for details. [#WhyWalk](#) [#WalkForFreedom](#)
- There are millions of slaves in the world today. I walk for them. [#WhyWalk](#) [#WalkForFreedom](#)
- Share your story! Why are you walking? Why are you fundraising? [#WhyWalk](#) [#WalkForFreedom](#)

OR WRITE YOUR OWN:

Tag [@A21](#) and use the hashtags: [#WhyWalk](#) [#WalkForFreedom](#)

OVER THE NEXT 15 DAYS

we are challenging each of you to...

- 1** Use the graphics in this kit to share the stories of Eve, Amy, or Ivan. Spread the word: slavery still exists.
- 2** Make it personal. Share your story. Why are you walking? Who are you fundraising for?

We can't wait to hear what you have to say. Use the hashtags so we can follow along: [#WhyWalk](#) [#WalkForFreedom](#)

*YOURS. MINE. IVAN'S. EVE'S. AMY'S.
WE ALL HAVE A STORY TO SHARE.*

SAMPLE POSTS



your.handle Meet Eve. She's a 7-year-old girl in Thailand who was sold by her family. I'm walking for her and the millions of others out there like her... [#WhyWalk](#)



your.handle I'm walking because there are millions of slaves in the world today. And we can all do something to change this. [#WhyWalk](#) [#WalkForFreedom](#)



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