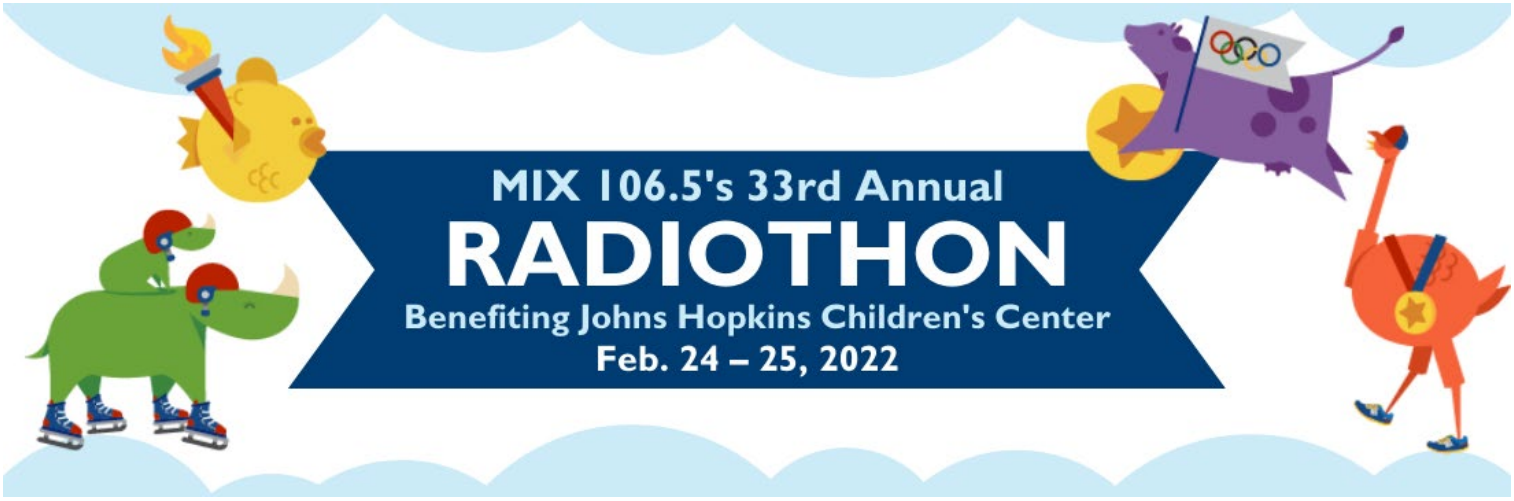

BE A CHAMPION ON SOCIAL MEDIA! HELP US PROMOTE RADIOTHON!

GET CONNECTED: Follow JHCC and MIX 106.5 on all social channels for post inspiration!

- **Facebook: /hopkinschildrens /mix1065 /givetohopkinschildrens**
- **Instagram: @hopkinschildrens @mix1065fm @friendsofhopkinschildrens**
  - **Be sure to mention @hopkinschildrens in your story for a chance to be featured**
- **Twitter: @hopkinskids @mix1065fm**
- **LinkedIn: /givetohopkinschildrens @Friends of Johns Hopkins Children's Center**

SHARE A POST: Check out the event coverage posted by JHCC, Friends of Johns Hopkins Children's Center, and MIX 106.5 and "share" a post, or two, or three! Feel free to add a message to your share.

TELL FOLKS WHERE YOU ARE:

- **Update your Facebook profile pic with a selfie of you in support of Hopkins kids**
- **Create an Instagram story with details on your involvement in Radiothon**
- **If you're on Instagram, tag Johns Hopkins Children's Center as your location! Add our hashtags and you'll get more post likes! ☺**

INSPIRE YOUR NETWORK TO GIVE:

- **Be sure to place a 'call to action' in your posts to help us get to our Radiothon goal!**
- **Tell your friends, family and colleagues to:**
  - **Make their gift ONLINE at www.hopkinskids.org**
  - **TEXT "MIX" to 51555**
  - **CALL 410-823-1065 to donate!**

USE OUR EVENT HASHTAGS: #HopkinsKidsOnAir #MIX1065Radiothon #ChampionForKidsHealth #BeAChampion4JHCC

EXTRAORDINARY POST CONTENT: Add sparkle to your post with one of these ideas:

- **People want to see your face! Post your selfie and share your "why!"**
  - **Why you give**
  - **Why you love Hopkins Children's**

- **Share a personal story of how you are connected to JHCC**
- **Share a meaningful moment from the event**
- **Share how friends can listen to Radiothon: listen live on Mix 106.5, ask Alexa or Google Home to "Play Mix One 'Oh' Six Five," or listen online at Mix1065Baltimore.com.**
- **Mention your favorite story song & tell friends to tune in**
- **Tag your friends who you want to engage and thank them if they give**
- **Show off your Olympics themed swag**
- **Post a picture, thank your favorite doctor or nurse, or share a special message for one of our patient families on our Kudoboard.**

SAMPLE SOCIAL MEDIA COPY FOR GROUPS WITH FUNDRAISING PAGES: Use the sample copy below or customize your own message.

- **We are volunteering for MIX 106.5's 33rd Annual Radiothon benefiting @Johns Hopkins Children's Center! You can join us in supporting local hospitalized kids by calling 410.823.1065 to make a donation or visiting our team's fundraising page PASTE LINK HERE. Also tune in to @MIX1065 on Thursday, Feb.24 and Friday, Feb. 25, to hear families share their inspiring stories. #HopkinsKidsOnAir #MIX1065Radiothon #ChampionForKidsHealth #BeAChampion4JHCC**
- **We are proud supporters of MIX 106.5's 33rd Annual Radiothon benefiting Johns Hopkins Children's Center! Radiothon is going back to virtual! You can join us in helping local hospitalized kids by sharing this post or making a donation to our team's fundraising page here: PASTE LINK HERE. 100% of every donation stays in Maryland and benefits @Johns Hopkins Children's Center. Tune in to @MIX1065 on Thursday, Feb.24 and Friday, Feb. 25, to hear local families share their inspiring stories. #HopkinsKidsOnAir #MIX1065Radiothon #ChampionForKidsHealth #BeAChampion4JHCC**

SAMPLE FOR GENERAL SOCIAL MEDIA COPY: Use the sample copy below or customize your own message.

- **Be a champion for children who need help by listening to MIX 106.5's 33rd Annual Radiothon benefiting Johns Hopkins Children's Center! Tune in to @MIX1065 on Thursday, Feb.24 and Friday, Feb. 25, to hear local families share their inspiring stories. Join us in making miracles happen for Maryland's kids! Make a donation at www.hopkinskids.org. #HopkinsKidsOnAir #MIX1065Radiothon #ChampionForKidsHealth #BeAChampion4JHCC**
- **Help support MIX 106.5's 33rd Annual Radiothon benefiting Johns Hopkins Children's Center! Radiothon is going back to virtual! You can join us in helping local hospitalized kids by sharing this post or making a donation online at www.hopkinskids.org. 100% of every donation stays in Maryland and benefits @Johns Hopkins Children's Center. Tune in to @MIX1065 on Thursday, Feb.24 and Friday, Feb. 25, to hearing inspiring stories from local families touched by care at Hopkins Children's. #HopkinsKidsOnAir #MIX1065Radiothon #ChampionForKidsHealth #BeAChampion4JHCC**