

CONTENT IDEAS



SOCIAL MEDIA

- Videos, images of event route and location.
- Profile participant X and team, sharing their pre-event story, event day and post event.
- X amount of fundraising will fund XX which impacts XX (infographic / multi-image posts).
- Examples of problems and solutions by the charity, highlight the work done. How people can support by having a great day, challenging themselves in the outdoors.
- Link to The Adventure Element YouTube videos for useful kit advice.
- 1 week social takeover (charity, participant or event partner): Day by day training, food / snacks, kit and packing a bag, checking out the route. Feature all weathers to boost morale and 'we're all in it together' mentality.
- 'Tag your hiking buddy' posts.
- A word from the charity: video clip from charity rep who will be in attendance on the day so that they see a friendly face that they will recognise at the event.
- Event registration: behind the scenes, a day in the life of a charity challenge event.
- Event registration: interview with key participants, their 'night before' plans.
- Event day: they're off, the challenge ahead - support and donate now!
- Event day: progress of key participants throughout the day, the highs and lows.
- Event evening: the challenge is complete, the walking boots are off. Interview with Event Director, Charity representative, select teams - support and donate now!

NEWSLETTER

- Save the date, event launch.
- Are you up to the challenge? Stunning event location, local area, what to expect, past event stories and interviews.
- With you every step of the way! 'How to' guides and tips - training, kit, teamwork, the feel-good factor of taking on a charity challenge.
- How to get the fundraising flowing. Tips, advice, support, and a reminder to fundraise.
- Newsletter that can be shared, 'Share with your friends': charity overview, achievements, things you didn't know, impacts of fundraising. Challenge event overview and route stats. How to follow your progress on event day, points on map where supporters can cheer them on along the route. Why, and how, people should support and donate.
- FAQs from participants – use questions you have recently been asked about the event, fundraising, route, event day etc. Include a friendly quote/recommendation from a charity spokesperson and / or The Adventure Element team.
- A picture says a thousand words! A collage of images: fundraiser highlights, route pictures, group shots, bring the experience to life. Coupled with an inspirational quote.



MEDIA

- Articles / interviews from partners, sponsors and participants.
- Countdown, milestone dates press release.
- Video of event promo / snapshot of event route.
- Corporate team partnership advertorial with interviews, opinions, training, reason for supporting the event and charity.
- Influencer podcast: charity overview and work, event overview and challenge, why fundraising is important, how to support and donate, influencers training and taking part.
- GRWM (Get Ready with Me) hike video/article.
- Spotify playlist for training hikes.
- Posting to community groups: local pages, hiking groups, fitness groups, Myeloma support groups in local areas.

BLOGS / ARTICLES

- Event, charity, fundraising FAQs.
- The event challenge, top tips to tackling it, training while working fulltime...
- A day in the life of a charity.
- Guest blog from partners, sponsors, event organisers – the people behind the event.
- Event prep in pictures.
- How to use social media to boost your fundraising donations.
- What to do the night before the event 'Hike Event'.
- How to pace yourself on hike day.





YOUR ADVENTURE
IN SAFE HANDS

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