



CREATING EVENT CHATTER

40 TWEET IDEAS FOR RACE DAY



Tweets		
	Your Organization @YourOrg Start the morning off right! Tweet a link to your parking maps with road closures your.org/parking	1m
	Your Organization @YourOrg Photo / quote from a survivor: "Little Johnny wants to say thanks & wish everyone a safe ride! #EventName"	2m
	Your Organization @YourOrg Location of Volunteer Check-In: your.org/link	3m
	Your Organization @YourOrg Location of Volunteer On-Site Registration: your.org/link	4m
	Your Organization @YourOrg Link to your participant search: "Support your buddy who's walking in the cold this AM #EventName your.org/linktodonate "	5m
	Your Organization @YourOrg "@LocalTVStation is Here! Check us out on the 5:00 news! #EventName"	6m
	Your Organization @YourOrg Call out celebrity attendees: "We just spotted @Oprah in the crowd! She's proudly wearing her Kick Cancer's Butt shirt. #EventName"	7m
	Your Organization @YourOrg Weather updates - great for longer events: "It's a chilly day, don't forget your jacket! #EventName"	8m
	Your Organization @YourOrg Ask participants a question & tag it: "Tell us: why do you participate in this event? #WhyIRide #EventName"	9m

	Your Organization @YourOrg Announce opening ceremonies: "Lady Gaga is singing the National Anthem right NOW! twitpic.com/wrtyi6q #EventName"	10m
	Your Organization @YourOrg Tweet a photo of the crowd lined up at the starting line. twitpic.com/zfy5609	11m
	Your Organization @YourOrg Quotes from opening / closing ceremony speakers.	12m
	Your Organization @YourOrg Announce that the event has started: "And they're off... #EventName"	13m
	Your Organization @YourOrg Highlight break point volunteers: "Show @Troop313 some love for serving more than Girl Scout Cookies at Water Stop 2 #EventName"	14m
	Your Organization @YourOrg Call out interesting cheering squads along the route: "Don't miss the belly dancers at Mile 13! #EventName"	15m
	Your Organization @YourOrg Announce slow downs or stops along the route: "Train is passing - route stopped at Mile 58 #EventName"	16m
	Your Organization @YourOrg "Quote about how much Participant 123 LOVES your org & event! #EventName"	17m
	Your Organization @YourOrg Hydration reminders - especially for endurance events: "When did you last hydrate? Your race winner just crossed the finish line"	18m
	Your Organization @YourOrg "@RaceWinner just crossed the finish line! #EventName"	19m
	Your Organization @YourOrg "@TopFundraiser just crossed the finish line! #EventName"	20m

	Your Organization @YourOrg "Last walker has just crossed the finish line, the party can officially begin! #EventName"	21m
	Your Organization @YourOrg Announce the top fundraising team - be sure to know their Twitter @AccountNames	22m
	Your Organization @YourOrg Announce your @TopFundraiser & how much they raised.	23m
	Your Organization @YourOrg Announce your fundraising total so far!	24m
	Your Organization @YourOrg Locations of cool features at your finish line celebration.	25m
	Your Organization @YourOrg Location of your onsite & online store for logo gear: "There goes @WildNCrazyPearl in her glittery hot pink running shorts! Buy your own at www.ONLINESTORE.com #EventName"	26m
	Your Organization @YourOrg Favorite cheer / sign of the day: "Some great signs here! Our favorite: You are the 1% who run marathons #EventName"	27m
	Your Organization @YourOrg Location of the port-a-potties with the shortest lines.	28m
	Your Organization @YourOrg Team costume winners: "Look out for Team X, winner of this year's best team t-shirt! twitpic.com/78wxtp1 #EventName"	29m
	Your Organization @YourOrg "Lost something? Found something? Please visit our Lost & Found Tent at XXX location. #EventName"	30m
	Your Organization @YourOrg Where's the Beer Tent?	31m

	Your Organization @YourOrg Announce when chip timing results are posted (for competitive running events).	32m
	Your Organization @YourOrg For multiday event, notable overnight activities: "Candle lighting ceremony at 6pm" #EventName"	33m
	Your Organization @YourOrg Thank your sponsors: "Thanks @Aquafina for the 18-wheeler of bottled water! #EventName"	34m
	Your Organization @YourOrg Thank your participants, donors and volunteers.	35m
	Your Organization @YourOrg Reminder to include the event hashtag on all tweets "Tweeting about Event Name? Don't forget to tag it with our official hashtag #EventName"	36m
	Your Organization @YourOrg Encourage non-participants to support their athletes: "Give your athlete a shout out this morning for running in #EventName to #EndCancer"	37m
	Your Organization @YourOrg Registration open for next year: "Miss the fun? Register for next year: your.org/event-registration #EventName"	38m
	Your Organization @YourOrg Cross promote your other programs: "Feeling inspired? Sign up to volunteer at Camp for Kids your.org/volunteer "	39m
	Your Organization @YourOrg Cross promote any active Advocacy Actions: "Feeling Inspired? Write your senator and ask him/her to fund @NIHResearch to find a cure. your.org/link "	40m

Convio Luminare™ + TeamRaiser

Multi-Channel Engagement with Luminare CRM

With Luminare CRM you can bring together the online world with the offline to maximize the value of your relationships across every channel:

- Use Luminare CRM dashboards to track key event, participant, team and donor metrics.
- Use Luminare CRM analytics to gain predictive insights that allow you to increase event participation and re-participation, and prevent churn of top fundraisers and teams.
- Use Luminare CRM to integrate your online knowledge about your TeamRaiser constituents to enhance your direct response messages and appeals.

Extend Your Reach Further with Luminare Online

The Luminare Online marketing suite allows you to broaden engagement with your peer-to-peer fundraisers. With Luminare Online, your TeamRaiser experience is supported with:

- Management of your event website content for a personalized constituent experience.
- Reliable and consistent email deliverability with tools to build audience segmentation groups and manage all online communications.
- Multi-Affiliate Management options for organizations that support local affiliate / division events.
- Ability to run detailed reports at a program, event, team, and / or individual performance level across key metrics.

Learn More: www.convio.com/luminare



ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to maximize the value of every relationship. With Convio constituent engagement solutions, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. Convio offers two open, cloud-based constituent engagement solutions: Convio Common Ground® for small- and mid-sized nonprofits and Convio Luminare™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,500 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO. For more information visit www.convio.com.

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