



PHILANTHROPY PARTNER



VDHM 24 Comms Kit



Prepared By :
United Way of Delhi

Message From United Way of Delhi

We are thrilled to partner with the Vedanta Delhi Half Marathon as the official philanthropy partner for this prestigious event. At United Way of Delhi, our mission is to empower and support nonprofits in their journey to make a meaningful impact. This Communications Kit is designed to help participating NGOs enhance their presence and engagement across social media platforms.



About VDHM

The VDHM has cemented itself as one of India's largest sporting platforms for philanthropy, with 300+ Civil Society Organisations having raised over INR 79+ crore since its inception. It has inspired and impacted millions of lives while supporting a wide range of causes.



Our Mission

1

Engage Your Audience: Leverage tailored content and guidelines to engage with supporters, volunteers, and the community.

2

Maximize Impact: Drive visibility and support for your organization through strategic social media practices.

Inside this kit, you will find:

Social Media Templates:

Ready-to-use graphics and copy for posts, stories, and updates.

Engagement Tips:

Engagement Tips: Best practices for maximizing interaction and reach on social media.

Support Resources:

Contact information for additional assistance and guidance.

Event Information:

Key details about the Vedanta Delhi Half Marathon to include in your communications.

We encourage you to use these materials to showcase your participation, celebrate your achievements, and connect with your audience. Together, we can make a powerful impact and raise awareness for the causes that matter most.

Thank you for being a part of this remarkable event and for your dedication to creating positive change.



Strategies

Share Engaging Content

Share engaging posts related to the event. success stories, and behind-the-scenes glimpses. Use visuals like photos and videos to make your posts more appealing.



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Hashtags

Collaborations

Share engaging posts related to the event. success stories, and behind-the-scenes glimpses. Use visuals like photos and videos to make your posts more appealing.



User-Generated Content

Share engaging posts related to the event. success stories, and behind-the-scenes glimpses. Use visuals like photos and videos to make your posts more appealing.

Countdowns and Updates

Create countdown posts to build anticipation and excitement. Regularly. update your audience with event details.



Consistent communication

Emphasize the importance of maintaining a consistent communication style and branding across all platforms. This builds credibility and recognition.

What kind of post can be done.

- Buzz Post
- Annoucements
- Impact Posts
- SDG Awareness
- Video/Reels
- Motivational Posts
- Welcome Posts
- Fundraising Posts



THE BEST TIMES TO POST ON SOCIAL MEDIA



Monday to Friday

8:00am & 3:00pm

We can't resist scrolling down our Facebook feeds during our commutes.



Tuesday to Friday 9:00am

Remote workers check in later, and wrap up their work later. Aim for Tuesday and Wednesday



Monday to Friday

10:00-11:00am

Instagram expands window of opportunity, and this is the perfect time to post if you're still growing your audience



Wednesday-Friday

8:00am

Twitter definitely works best during weekdays, so give your followers something interesting to read over their morning coffee.



Sample Posts



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VDHM 2024

Join us in the Marathon Challenge, where runners of all levels come together to push their limits and achieve greatness.

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VDHM 2024 FUN-DRAISING

FOR MORE INFORMATION
WWW.XYZ.COM



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YOU CAN STILL BE A PART OF VDHM 2024

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CHASAK MALING



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VDHM 2024

READ MORE



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READY SET GO! VDHM 24

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Donate and Join a Cause Now!



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VDHM 2024 RUN & DONATE

This isn't just a race; it's a journey of endurance, strength, and community. Whether you're a seasoned marathoner or a first-time participant, join us as we conquer the streets together.

Contact Us
123-456-7890

More Information
www.reallygreatsite.com

Important Links

Logos Folder

Your [phttps://unitedwaydelhi-my.sharepoint.com/:f:/g/personal/sherin_unitedwaydelhi_org/EizyJOEnRltMiKNKEykCjt8Bd7qRaFYj3Bi28MW_tXjGAQ?e=65BPyGaragraph text](https://unitedwaydelhi-my.sharepoint.com/:f:/g/personal/sherin_unitedwaydelhi_org/EizyJOEnRltMiKNKEykCjt8Bd7qRaFYj3Bi28MW_tXjGAQ?e=65BPyGaragraph%20text)

Sample Posts

https://www.canva.com/design/DAGNkxdk0zY/F8TM0IHfVTxrcPVeEZO5JA/edit?utm_content=DAGNkxdk0zY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Philanthropy Structure

https://unitedwaydelhi-my.sharepoint.com/:f:/g/personal/sherin_unitedwaydelhi_org/EtGPLR5ZyY1NhiFQLneFr18BzL6iXsLkx1_iW7pkpQj8OQ?e=N9dKRY

Photos

https://unitedwaydelhi-my.sharepoint.com/:f:/g/personal/sherin_unitedwaydelhi_org/EIOkZqqIKORAsOuSif2yKM8Bz5YEO_OsU7Mlyaipl_Ggsw?e=IGkAgp

Website

<https://vdhm.unitedwaydelhi.org/#>

UWD Social Media

LinkedIn

<https://in.linkedin.com/company/unitedwaydelhi>

Instagram

<https://www.instagram.com/unitedwaydelhi/?hl=en>

Facebook

<https://www.facebook.com/uwdofficial/>

Twitter

<https://twitter.com/unitedwaydelhi?lang=en>



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