

SHINE. SPARK. SUPPORT.
LIGHTS of LOVE

Ronald McDonald House®

Lights of Love - Social Media Toolkit

Now - December 2026 | Community Celebration - Sunday, December 6

We're excited you've chosen to SHINE for Ronald McDonald House Triangle through our Lights of Love campaign! As a peer-to-peer fundraiser, you'll share why this mission matters to you and invite your friends, family, and community to support it, too. Social media is a great way to spread the word and inspire others to give. We have put together a few resources to help make sharing easy for you.

Social Media Best Practices:

- Less is more - keep your posts short and sweet
- Use an image to draw attention to your post
- Link your fundraising page to your post
- Remember that you are representing Ronald McDonald House when posting.
- Post on your favorite social media platforms: Facebook, Instagram, Linked In, Snapchat

Tag us and Use Hashtags:

Tag @ronaldmcdonaldhousetriangle and use hashtags: #ronaldmcdonaldhousetriangle, #LightsofLove #FamilyStays

Personalize your Social Media Site:

- Change your photo to a Lights of Love image
- Stop by Ronald McDonald House and grab a selfie on the bench with Ronald McDonald
- Change your photo to a picture of you holding up a sign saying, "I am shining a Light for Seriously Ill Children in the Triangle" or "I am sparking hope for sick kids at Ronald McDonald House"

Sample Posts

We've created social media images and text for you to use in your posts. Feel free to personalize as you wish.

Post #1 - Announcement: Share that you are part of the Lights of Love team and are raising money to support Ronald McDonald House.

- I have joined the Lights of Love team to raise support for Ronald McDonald House Triangle because (Insert your personal "Why" here). Will you help me meet my goal of raising $XXXXX to support families of critically ill children? I appreciate your support!
- Add your fundraiser link in your story and as a caption.

Post #1 - Announcement



Post #2 - Sparking Hope: Let people know your fundraising goal and how to support you.

- When your child is sick, everything changes, and that's when Ronald McDonald House steps in, supporting families with free housing, meals and a caring community. Help me meet my goal of raising $XXXXX in the Lights of Love campaign supporting Ronald McDonald House Triangle.
- To donate and learn more: [Insert your fundraiser link.]

Post #2 - Sparking Hope



Post #3 - $118 Stay: Share a tangible financial need so people can see ways their donation may directly affect a family staying at Ronald McDonald House Triangle.

- Every day, Ronald McDonald House Triangle welcomes 103 families with critically ill children from across NC. At our Houses in Chapel Hill and Durham and sleeping rooms at WakeMed, families receive private bedrooms, hot meals, snacks, family activities and a community of support—all at no cost to them. Just $118 can cover one night's stay so a family can stay close to their hospitalized child.
- I've set a goal of raising $XXXXXX to help provide the comforts of home to families going through one of the hardest times in their lives.
- You can make a difference! Donate to help give families a place to stay: [Insert your fundraiser link.]

Post #3 - $118 Stay



Post #4 - Invitation to Lights of Love Celebration: Let people know that their support truly makes a difference and invite them to attend the December 6 event.

- I've set a goal of raising $XXXXX to support Ronald McDonald House. Together, we can help keep families with critically ill children stay close to their children by providing housing, meals, and support programs at @ronaldmcdonaldhousetriangle.
- Will you and your family join me at the Lights of Love Celebration? There is so much to celebrate - Sunday, December 6, 4-7pm, at American Tobacco Campus.
- Register to attend and support today: [Insert your fundraiser link.] Hope to see you there!

Post #4 - Invitation



Post #5 - Thank You: Thank donors for supporting your efforts for Ronald McDonald House.

- Post a photo of you at the Lights of Love Celebration. Camera shy? Post a photo of the Celebration activities.
- Thank you to everyone for sparking hope by supporting my Lights of Love campaign for Ronald McDonald House Triangle. I would especially like to thank [tag anyone you would like to thank specifically] for your/their generosity. Your support touches the lives of children facing huge medical battles here in the Triangle and provides a way for their families to stay close beside them.
- Join us next year for this inspiring challenge and spectacular celebration!
- If you'd like to explore ways stay involved, visit https://ronaldmcdonaldhousetriangle.org/volunteer/

