



PHILADELPHIA
OUTWARD BOUND SCHOOL



INSTRUCTIONS

Thank you for your fundraising efforts and willingness to go *over the edge* at Building Adventure 2016! We are very excited about this year's event and we want your help to spread the word through social media. Please share your experience on social media and let your followers know that you are ready to #RappelPHL!

SAMPLE FACEBOOK/INSTAGRAM POSTS

- Don't look down! I rappelled 29 stories down Two Commerce Square, in support of @Philadelphia Outward Bound School **[for Instagram, tag @OutwardBoundPHL]**, who change lives through challenge and discovery! #RappelPHL
- I'm taking fundraising to new heights by taking on a 29-story rappel at Building Adventure 2016! I'm proud to make a difference for @Philadelphia Outward Bound School! **[for Instagram, tag @OutwardBoundPHL]** If you would like to join me in supporting student scholarships, text "POBS + your name + pledge amount" to 56512 to donate!

SAMPLE TWEETS

- I'm getting adventurous & rappelling 29 stories down the Philly skyline for @OutwardBoundPHL, raising \$ for student scholarships! #RappelPHL
- I'm going over the edge for @OutwardBoundPHL! Help raise \$ for student scholarships. Text "POBS + name + pledge amount" to 56512 #RappelPHL

We encourage you to include photos and videos in all of your social posts!

