

# Walk for 1 in 100<sup>®</sup>



## Social Media Toolkit

# WHY WE WALK

**Join us as we walk for the more than 2.5 million people living with congenital heart disease (CHD) across the country.**

Since 1998, the Adult Congenital Heart Association (ACHA) has been empowering and advocating for the 1 in 100 children and adults impacted by CHD.

We are proud of the relationships we have built with ACHD medical providers and programs through the years, and to have been an integral part of increasing access to quality care for patients through our comprehensive ACHD Clinic Directory, introducing ACHA ACHD Accreditation, advocacy efforts, and extensive educational, defect-specific resources on [www.achaheart.org](http://www.achaheart.org).

**By using this social media toolkit, you help us in the following ways:**

- Informing patients and supporters about our comprehensive ACHD Clinic Directory, which facilitates access to specialized care.
- Providing invaluable resources, including educational webinars and personalized peer support programs.
- Funding groundbreaking research endeavors aimed at advancing CHD science in adults...and beyond!

By sharing our cause on social media, inviting friends and family to join the ACHA Walk for 1 in 100, or organizing your own fundraising events, you help raise the funds needed for these crucial programs and services to thrive.

We hope you will help us further our impact by supporting your local ACHA Walk for 1 in 100. Spread the word and engage your community to support the CHD community.



Feel free to utilize the provided sample posts on your page to boost awareness for the Walk for 1 in 100. Additionally, you have the option to craft your own original posts or share important articles. Remember to tag us, our partners, and include relevant hashtags in your posts!

## Important Hashtags, Handles, and URLs

- Walk for 1 in 100 hashtags: #1in100, #Walk4CHD
  - Walk for 1 in 100 website: [www.walk1in100.org](http://www.walk1in100.org)
  - ACHA Facebook: [www.facebook.com/AdultCongenitalHeartAssociation](http://www.facebook.com/AdultCongenitalHeartAssociation)
  - ACHA X: [www.X.com/ACHA\\_Heart](http://www.X.com/ACHA_Heart)
  - ACHA Instagram: [www.instagram.com/acha\\_heart/](http://www.instagram.com/acha_heart/)
- 

## X

### Sample X Posts

- Proud to represent [#Walksite] in the Walk for 1 in 100! Let's walk together to support the lifelong care of the #1in100 with #CHD. 🧑❤️ Join me and many others to make a difference! [#Insertstate/city]
- Elevate your weekend with us! Get ready to stride with purpose at [#Walksite] for the Walk for #1in100! Come together with other walkers, embrace the outdoor spirit, and soak in the uplifting vibes. Grab a friend and meet us at the starting line. See you there. 😎 #chd[#Insertstate/city]
- 🧑 Walk with us! The [#Walksite] Walk for 1 in 100 is just around the corner. Join [TeamName] and make an impact. Visit [www.walk1in100.org](http://www.walk1in100.org) for details! #chd [#Insertstate/city] [#Walksite]
- I've signed up for the Walk for 1 in 100! Register and donate today for your community and walk with us: [www.walk1in100.org](http://www.walk1in100.org) 🧑🧑 #1in100 #CHD #Walk4CHD



## Sample Facebook Posts

- 🔍 Did you know? 1 in 100 babies are born with a congenital heart defect (#CHD). This weekend, let's take steps to raise awareness and support for these individuals in infancy and beyond. Join me at the [#Walksite] Walk for 1 in 100!

Together, we can make a difference. Learn More: [www.walkin100.org](http://www.walkin100.org)  
[#Insertstate/city]

- It's time to step up and show our support for the #1in100 born with CHD. Join me at the [Walksite] Walk for 1 in 100 as we walk for awareness, support, and hope. Together, we can make a difference. Register and donate today: [www.walkin100.org](http://www.walkin100.org) #CHD #Walk4CHD [#Insertstate/city]
- Attention, [#Insertstate/city] walkers! It's time to rally for the #1in100 living with CHD. Join me at [#Walksite] for a day filled with community, support, and purpose. Together, we can make a meaningful impact. Don't miss out—register now: [www.walkin100.org](http://www.walkin100.org) 👫 #CHD #Walk4CHD[#Insertstate/city]
- Are you ready to walk the walk, [#Walksite]? Join me and fellow advocates at [location] for the Walk for 1 in 100. Let's show our solidarity and support for those living with CHD. Every step counts! Sign up today: [www.walkin100.org](http://www.walkin100.org) 🚶👫 #1in100 #Walk4CHD [#Insertstate/city]
- 🦶 Be a part of the movement at [#Walksite]! The Walk for 1 in 100 is an opportunity to support congenital heart disease care and raise awareness. Join us and make a difference. Learn more at [www.walkin100.org](http://www.walkin100.org). #Walk4CHD #CHD [#Insertstate/city]
- Proud to participate in the Walk for 1 in 100! Register and donate today. Let's make a difference together: [www.walkin100.org](http://www.walkin100.org) #1in.100 #CHD #Walk4CHD
- I've signed up for the Walk for 1 in 100! Register today for your community and walk with us: [www.walkin100.org](http://www.walkin100.org) 🚶👫 #1in100 #CHD #Walk4CHD



## Sample Instagram Posts

- 📌 Lace up your shoes, [#Insertstate/city]! The Walk for 1 in 100 is happening at [Location]. Walk with us to raise awareness and funds for CHD. Together, we can make a difference! #1in100 #CHD [link] [#Walksite]
- Join us at the [Walk site] Walk for 1 in 100! While there's no fee to register, we encourage participants to raise funds to support our mission of empowering those with congenital heart disease. Let's step up for the #1in100 born with CHD and make a difference together. Register today: [www.walk1in100.org](http://www.walk1in100.org) #CHD #Walk4CHD [#Insertstate/city]
- Attention, [#Insertstate/city] walkers! It's time to rally for the #1in100 living with CHD. Join me at [#Walksite] for a day filled with community, support, and purpose. Together, we can make a meaningful impact. Don't miss out—register now: [link] 👫 #CHD #Walk4CHD [#Insertstate/city]
- Elevate your weekend with us! Prepare to stride with purpose at [#Walksite] for the Walk for #1in100! Come together with other walkers, embrace the outdoor spirit, and soak in the uplifting vibes. Grab a friend and meet us at the starting line. See you there. 😊 #chd [#Insertstate/city]
- ❤️ Walk with purpose! Join the [State] Walk for 1 in 100 and support the CHD community. Learn more and register at [link]. Together, we can make a change! #1in100 #CHD [#Insertstate/city]
- I've signed up for the Walk for 1 in 100! Register today for your community and walk with us: [www.walk1in100.org](http://www.walk1in100.org) 🏃👫 #1in100 #CHD #Walk4CHD

