



## CCAN's 5K For The Planet Texting Toolkit

**Welcome! Thank you for signing up for CCAN's 5k For The Planet on April 27th, 2025. This toolkit includes a texting guide to communicate why you're doing the 5K to your friends and family!**

### Messaging to Keep in Mind

Here are some talking points to get you started, or you can copy & paste one of our pre-written messages further below!

- CCAN's 5K For The Planet is our first big peer-to-peer fundraising event in central Virginia - we're excited to give our members an in person way to get involved in fundraising!
- The funds raised will power our campaigns to move our region and the country off of planet-warming fossil fuels and toward clean energy and transportation. Here's a [link to see some of our latest victories](#).
- The funds we raise through this 5K will help us reach more people and take on new fossil fuel fights.
- Through participant outreach, we have a goal of raising thousands of dollars that CCAN can use to help secure climate victories in our region.
- The event will be a fun way to get outside and get moving - plus you'll be making a difference while you do it!

### Sample Text Messages

- I'm participating in a 5K for the Planet on April 27th to support the work of the Chesapeake Climate Action Network. Help me reach my fundraising goal as I break a sweat for climate solutions!! Please support me: [\[Insert your unique fundraising page link\]](#)

- This year, I'm doing CCAN's 5K for the Planet to fight climate change and protect the environment, but your support is what means the most! Let's make sure our leaders hear our voices on taking climate action now. Please support me and this important work by sponsoring my 5K: [\[Insert your unique fundraising page link\]](#)
- Be part of the climate movement and support me as I break a sweat for climate action. I signed up for CCAN's 5k for the Planet! I would love for you to sponsor me as I take a step towards a sustainable future! Help me reach my personal fundraising goal by donating to my 5K: [\[Insert your unique fundraising page link\]](#)
- This year, I'm getting my steps in to raise awareness for climate action with CCAN. I'd love your support as I break a sweat! Please consider sponsoring my 5K: [\[Insert your unique fundraising page link\]](#)