Sharing Information

Sharing information about the event and your stream specifically is always welcome and recommended to spread the word and encourage friends, family, and others to get involved and support your efforts.

We will do our best to acknowledge all **Game On! to End Lupus™** posts, but due to the high volume of amazing streamers, there is no guarantee that the LFA will see or engage with your social post. Follow the below tips to increase your posts' visibility and the possibility of engaging with LFA's official social media handle:

- Tag the Lupus Foundation of America in your posts: **@LupusOrg** on Twitter and Instagram
- Use the **#GameOnToEndLupus** and/or **#GOTEL** hashtag(s)
- Do not use profanity

We can't wait to check out everyone's streams and are looking forward to another great weekend with each and every one of you. Thank you for being a part of the **Lupus Foundation of America's Game On! To End Lupus** community and event!

Below are sample posts to help you promote your Game On! to End Lupus campaign. You know your audience best, so feel free to tweak these or use your own words.

Teaser Posts

Option 1: Join me on Twitch [insert streaming dates and times] as I support **@LupusOrg** in the fight against lupus. For every [dollar amount] we raise, I will *[list a streaming incentive]*. **[Link to your channel/fundraiser] #GameOnToEndLupus**

Option 2: : I'm streaming on [insert streaming dates and times] to help raise money for **@LupusOrg** to help with their mission to improve the quality of life those affected by **#lupus**. Help me raise money for the lupus community by supporting my stream [**Link to your channel/fundraiser] #GameOnToEndLupus**

GAME ON! TO END LUPUS
by **Lupus Foundation of America**

Posts Before Going Live

Option 1: I'm LIVE raising money for **@LupusOrg**. A $25 donation can provide 30 minutes of comforting care to someone contacting one of the org's health education specialists. Check out my stream and help me reach my goal! **[Link to your channel/ fundraiser] #GameOnToEndLupus**

Option 2: Join me as I team up with **@LupusOrg** to support and provide hope for those living with lupus. Let's**#GameOnToEndLupus [Link to your channel/fundraiser] #GameOnToEndLupus**

Posts After Reaching Goal

Option 1: THANK YOU! So far, we've raised **[$X]** for **@LupusOrg** to support the 1.5 estimated million Americans and at least 5 million people worldwide, living with lupus like **[include a connection if you have one]**. Keep the momentum going! Donate here: **[Link to your channel/fundraiser] #GameOnToEndLupus**

Option 2: I'm **[$X]** away from hitting my first goal for **#GameOnToEndLupus** to support **@LupusOrg**!! You guys are incredible. If we can hit the next goal of [$XX] I'll **[include a blurb on your incentive if you do] [Link to your channel/fundraiser]**

Posts After Event

[Total $ raised] in 3 days for @LupusOrg. We did it thanks to this amazing community. Thank you! **#GameOnToEndLupus**

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