



## **Race For the Turtles®**

### **Messaging Toolkit**

#### **Runners – thank you for going the distance for turtles!**

Below you'll find sample social media posts you can use to share your fundraiser in the weeks leading up to the Cooper River Bridge Run. Feel free to use these as written or customize them to fit your voice. You can also share via email or text with friends and family.

**The most important thing is to help spread the word and encourage people to support Turtle Survival Alliance. Thank you for running in support of turtles worldwide!**

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#### **About Turtle Survival Alliance**

We are devoted, curious, passionate people leading the charge to end turtle extinctions worldwide.

Formed in 2001 and gaining nonprofit status in 2004, Turtle Survival Alliance is a global conservation organization that works to create a planet where turtles can thrive in the wild. Our science-based initiatives are directed by local leaders, inspiring sustainable, community-based stewardship to prevent extinctions. Where populations cannot yet thrive in the wild, our captive breeding programs preserve opportunities for their future survival.

#### **Mission**

To protect and restore wild populations of turtles through science-based conservation, global leadership, and local stewardship.

#### **Vision**

A planet where turtles thrive in the wild, and are respected and protected by all humans.

#### **Our Reach**

We operate or support projects in 30 countries around the world, protecting habitats and putting resources on the ground to protect the most imperiled turtle species.

# Cooper River Bridge Run Messaging

## Post 1:

Suggested Timeline – When You Sign Up



I'm running the Cooper River Bridge Run to support Turtle Survival Alliance, an organization working around the globe to protect endangered turtles and tortoises and the habitats they depend on.

I'm running for turtles like the Radiated Tortoise (*Astrochelys radiata*) in Madagascar, one of the most endangered tortoises on Earth due to illegal wildlife trade and habitat loss. Thanks to TSA's conservation initiatives and community-based efforts, there is hope for these incredible animals.

Please consider supporting my run to help protect turtles like these for future generations.

[YOUR FUNDRAISER LINK HERE]

**Post 2:**

Suggested Timeline – Four Weeks Out



One month out! I'm gearing up for the Cooper River Bridge Run, and I'm raising funds for Turtle Survival Alliance.

Your support helps protect turtles like the Diamondback Terrapin (*Malaclemys terrapin*), a species native to our coastal communities that faces threats from habitat loss, drowning in crab traps, and road mortality. TSA works with local partners to research, protect, and restore terrapin populations right here in the Southeast, including the South Carolina Lowcountry!

Thank you for supporting my run and turtle conservation worldwide!

[YOUR FUNDRAISER LINK HERE]



**Post 3:**

Suggested Timeline – Two Weeks Out



We're getting close! In two weeks I'll be hitting the pavement in Charleston, SC for the Cooper River Bridge Run to support Turtle Survival Alliance and their goal to prevent turtle extinctions around the world. Will you help?

Your donation supports turtles like the Bog Turtle (*Glyptemys muhlenbergii*), one of North America's smallest and most endangered turtles. Funds raised help TSA maintain critical habitat and support long-term research and conservation efforts that give these turtles a fighting chance.

Support my run and support turtles in the wild!

[YOUR FUNDRAISER LINK HERE]



**Post 4:**

Suggested Timeline – One Week Out



Time is running out! Only one week to go until the Cooper River Bridge Run.

Will you consider supporting my fundraising for Turtle Survival Alliance?

Your support helps turtles like the Ploughshare Tortoise (*Astrochelys yniphora*), the rarest species of tortoise in the world. Your gift will help fund the ongoing care and continued management of highly protected, in-country colonies of tortoises rescued from the illegal wildlife trade in their native Madagascar.

Help me create an impact for turtles today!

[YOUR FUNDRAISER LINK HERE]

**Post 5:**

Suggested Timeline – Day Before the Race



Happy Bridge Run Eve! Tomorrow I'll be running to support Turtle Survival Alliance and their work to protect endangered turtles worldwide.

I'd love your support as I run for turtles like the Blanding's Turtle (*Emydoidea blandingii*), a long-lived species in the United States facing serious threats from habitat fragmentation and road crossings.

Together, we can help ensure turtles like these survive and thrive.

[YOUR FUNDRAISER LINK HERE]

**Post 6:**

Suggested Timeline – Race Day



Today's the day! I'm running the Cooper River Bridge Run in support of Turtle Survival Alliance.

Your support helps protect endangered turtles and tortoises—from species here in the U.S. to those in over 30 countries worldwide. Every step and every donation helps move us closer to a world with Zero Turtle Extinctions®.

Thank you for supporting my run and the turtles!

[YOUR FUNDRAISER LINK HERE]

[Download Photos Here](#)