

Looking to support active living  
and healthy communities?



The Safe Routes to School  
National Partnership is a  
perfect match for you!

## Sponsor a Hashtag Promotion

A hashtag promotion is a fun and interactive way to support the National Partnership and promote your organization. We work with you to choose a theme, hashtag, and promotion dates. Then, for every message with the hashtag shared on Facebook, Twitter, or Instagram during the promotion, your organization donates a set dollar amount to support our work to make communities safe, healthy, and active.



### Sample theme: Bike to School Month

For every #MyBike2School hashtag shared with a photo on Facebook, Twitter or Instagram during Bike to School Month (May 1-31, 2017), your organization donates \$50 to the National Partnership.

## More Hashtag Promotion Ideas

- Fire Up Your Feet Spring Activity Challenge: April-May 2017
- Back to School: August 2017
- Walk to School Day/Month: October 2017
- A theme/date of your choosing!

**OUR GOAL**  
*is to raise*  
**\$500,000**

## Interested in learning more?

### CONTACT

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The Safe Routes to School National Partnership is a national 501(c)3 non-profit that advances policy change and catalyzes support for healthy, active communities, starting with walking and bicycling to school. We are dedicated to creating livable, sustainable communities where all people can be healthy and physically active.