



Bay Street Games

Social Media Toolkit

Welcome to the Warm Up!

You're in. You're training. You're fundraising. You're competing for more than bragging rights.

The Bay Street Games is where Bay Street's fittest firms battle it out for the crown. But the real win? Changing the future of kids' mental health in Canada.

This toolkit is your playbook for building momentum before game day. When you share your training, your fundraising milestones, or why you signed up, you rally your network behind something bigger than the competition.

Every post builds awareness. Every share fuels fundraising. Every rep helps kids get closer to care.

Let's go.

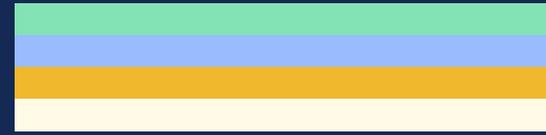




**BAY
STREET
GAMES**



**Capitalize
for KIDS**



Every Rep. Every Post. Real Impact.

When you show up online, you help spotlight a system that needs change. Too many kids across Canada are waiting months, even years, for mental health care. That's why we train. That's why we compete. That's why we fundraise. And that's why your voice matters.

As you gear up for June, bring your network with you. Share your training, team rivalries, fundraising milestones, and why this cause matters to you. Keep it real. Keep it competitive. Keep it you.

Tag [@CapitalizeForKids](#), use [#BayStreetGames](#), and include your fundraising link. Every post builds momentum. Every dollar raised helps remove barriers to care so kids spend less time seeking help and more time getting it.

Official Social Media Handles

Tag us so we can amplify your message!



LinkedIn:
[@Capitalize for Kids](#)
(our main platform)



Instagram:
[@CapitalizeforKids](#)



Facebook:
[@CapitalizeforKids](#)

Social Media Copy

On the next page, you'll find a selection of ready-to-use posts created by the Capitalize for Kids team. LinkedIn feed graphics include suggested captions, while the same graphics (in different sizes) can be used for Instagram Stories without captions. These assets are here to make sharing easy, but you are welcome and encouraged to create your own posts or graphics.



Post #1



↳ LinkedIn Post or IG Story

On June 4th, I'm competing in the Bay Street Games and raising funds so kids can get the mental health care they need, when they need it.

Funds raised support @CapitalizeForKids and their work to improve access to mental health care for children and youth.

Let's build a system where no kid has to wait years for care.

Donate to my fundraiser today: [Insert your link]
 #BayStreetGames #InvestinKidsMentalHealth #CapitalizeForKids

Post #2



↳ LinkedIn Post or IG Story

TEAM XYZ is competing for the crown of Bay Street's Fittest Firm. And for kids' mental health.

The Bay Street Games is about competition, yes. But it's also a chance to invest in a better future for kids.

I'm competing in the Bay Street Games to raise funds for @CapitalizeForKids and help strengthen mental health care for the children and youth who need it most.

Join me in helping make sure every kid gets the care they need, when they need it. Donate to my fundraiser: [Insert your link]

#BayStreetGames #InvestInKidsMentalHealth #CapitalizeForKids

Post #3



↳ LinkedIn Post or IG Story

This June, I'm championing kids' mental health by competing in the Bay Street Games.

All net proceeds raised help create a better mental health system in Canada, so the most vulnerable children, youth, and families can access vital mental health support.

I'm proud to support @CapitalizeForKids and the work being done to make care more accessible for kids and families.

If you're able, consider supporting my team and help us turn sweat into real impact: [Insert your link]

#BayStreetGames #InvestInKidsMentalHealth #CapitalizeForKids