SURF FOR THOSE WHO SERVED

Operation Surf-A-Thon
SOCIAL MEDIA TOOLKIT
OUR MISSION

Operation Surf channels the healing powers of the ocean to restore hope, renew purpose, and revitalize commUNITY.

Changing lives, one wave at a time.
Join us as we raise funds to support our participants, one wave at a time. To support Operation Surf’s mission, we invite our community to register for Operation Surf-A-Thon.

**How Does ‘Operation Surf-a-Thon’ Work?** First, set your goal for the 3-day challenge. You can collect pledges for every wave you catch to support the mission of Operation Surf.

**Surf’s Up!** Over the dates of November 6th-8th, catch some waves at a break near you to surf for those who served and tally them up to collect on your pledges.

**Not a surfer or land-locked at the moment?** 15 minutes of physical activity equates to one wave.
OUR GOAL

Our goal is to unite 300 of our supporters from all over the world to participate in a 3-day event to help us collectively raise $75,000 to support our mission.

Together, we can continue to support our injured military through a transformative experience that continues into a life of wellness indefinitely.
SHARE WHY YOU #SURFFORTHOSEWHO SERVED

Please use the following tools to help guide your social media activity for your Operation Surf-A-Thon participation, but please personalize and share your own stories, photos, and experiences as much as possible.

Social Media Graphics
Promotional Materials
Templates
Photos and Videos
SUGGESTED SOCIAL CAPTIONS

Check-out these captions to share with friends and family. Don't forget to tag @OperationSurf to be featured!

**Example 1:**

COVID-19 has severely impacted us all, and our veteran and military communities are no exception. They are currently facing higher levels of isolation and hardship, such as stress and worsened PTSD, and need our support.

Now more than ever, Operation Surf’s mission to channel the healing powers of the ocean to restore hope, renew purpose, and revitalize community is critical. Join in support and pledge my waves as I #SurfForThoseWhoServed in the @OperationSurf #OpSurfAThon [insert link]

**Example 2:**

One wave at a time, pledge my waves as I #SurfForThoseWhoServed to provide our injured military and veterans with transformative experience that continues into a life of wellness, indefinitely. @OperationSurf mission is simple, to restore hope, renew purpose, and revitalize commUNITY. #OpSurfAThon [insert link]
SOCIAL RESOURCES

STAY CONNECTED
Follow @OperationSurf

USE THESE EVENT HASHTAGS TO BE FEATURED:
@OperationSurf #SURFFORTHOSEWHOSESERVED #OPSURFATHON #OPERATIONSURF

IMPORTANT LINKS:
Watch “Resurface” on Netflix, see the trailer here.
Visit our website at OPERATIONSURF.ORG.
What is Operation Surf?
Operation Surf is a non-profit 501(c)(3) organization whose mission is to channel the healing powers of the ocean to restore hope, renew purpose and revitalize community.

Who do they serve?
Operation Surf serves injured military and veterans from all over the nation.

What does Operation Surf provide?
Operation Surf’s curriculum-based programs aim to inspire injured military and veterans to seek wellness in all aspects of their lives while providing the necessary resources, tools, and support to continue this mindset indefinitely. To see all of Operation Surf’s current programs, visit operationsurf.org/programs.

What are the costs for participants?
Operation Surf programs are provided at no cost to our participants and are a direct result of our generous supporters, grants, and individual donations.
What is a Surf-A-Thon?
A Surf-A-Thon is a fundraising event where you ask your peers to support your campaign in the name of a specific goal. For every wave you catch, your peers pledge per wave or a flat fee towards your goal.

Example: 10 ppl pledge $1 per wave, you catch 25 waves, that equals $250.

Where Does My Pledge Money Go? To ensure our organization adapts and thrives during this time, Operation Surf-A-Thon will support our Mission Control which provides critical funding to manage, grow, and expand Operation Surf.

I Can't Participate, but I Still Want to Contribute... How? There are many ways to support this fun and exciting digital fundraising event! Share on social media, spread the word about Operation Surf and our mission, pledge to other participants, or donate to us directly on our website.

Not a surfer or land-locked at the moment? 15 minutes of physical activity equates to one wave.
CONTACT US

Sierra Mendoza  
Operations Manager  
For General Information or Support,  
sierra@operationsurf.org

MacKenzie Rana  
Director of Communications  
For Media Inquiries,  
mackenzie@operationsurf.org

Amanda Curaza  
Executive Director  
For Sponsorships,  
amanda@operationsurf.org

Operation Surf is a 501(c)(3)  
non-profit organization  
Tax ID 26-3661313