

Logo - white version
or [browse files](#)

HOW TO FUNDRAISE ON SOCIAL MEDIA

Photo - riders in blue 2026
jerseys on red dirt
or [browse files](#)

GOT A RIDE TO FUND? START HERE.

Your friends, family and workmates want to back you. Social media is the easiest way to let them. Whether you post every day or haven't logged in since 2014, this guide will get you sorted.

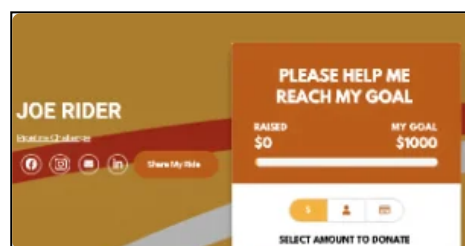
HEADS UP FOR FACEBOOK

Please don't use Facebook's "Add a Donate button" or Facebook Fundraiser tool. Donations made that way go through Facebook and won't show up on your Big Yellow Pipeline Challenge fundraising page. Always share the link to your own page instead.

1

FIND YOUR FUNDRAISING PAGE

Log in to your dashboard on the Big Yellow Pipeline Challenge website and click through to your fundraising page. Copy the link. That's the one you'll be sharing.



2

PICK WHERE YOU'LL SHARE

On your fundraising page you'll see share buttons for Facebook, LinkedIn, email and more. Click the one you want. For Instagram, copy your link and add it to your story with a link sticker, or pop it in your bio.

3

WRITE YOUR POST

Not sure what to say? Use these as a starting point and make them your own. Swap in your amounts and your reasons. Anything in **[orange]** is yours to replace.

FACEBOOK AND LINKEDIN

In **[month]** I'm riding the Big Yellow Pipeline Challenge. 600 kilometres. 5 days. Kalgoorlie to the Perth Hills, following the line of the old Golden Pipeline.

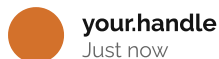
I'm not doing it for a medal. I'm doing it for The Nest, a Youth Futures program that walks alongside young parents experiencing homelessness and helps them find a stable place to raise their babies. Last year, 163 young families who needed The Nest couldn't be supported. Every kilometre helps change that.

I've raised \$ **[amount]** so far and I'm aiming for \$ **[goal]**. With your support I know we can beat my target. Every dollar goes to The Nest.

[your fundraising page link]

Sharing this post helps too. Thank you for backing me.

INSTAGRAM STORY OR QUICK POST



your.handle
Just now

600 km. 5 days. Kalgoorlie to the Perth Hills. I'm riding the Big Yellow Pipeline Challenge for The Nest, helping young families find a stable start. With your support, we can help make a difference. And every donation counts.

FOR YOUR WORKPLACE



Your name
Team chat · just now

I'm taking on the Big Yellow Pipeline Challenge this **[month]** to raise money for The Nest, a Youth Futures program supporting young parents and their children. If you'd like to get behind me, any amount helps and goes a long way. **[link]**. Want to help me fundraise? Let's have a chat.

WHAT TO INCLUDE

- What the Big Yellow Pipeline Challenge is (600 kilometres, 5 days, Kalgoorlie to the Perth Hills)
- Why you're riding. Your reason is the bit people connect with most.
- What The Nest does and where the money goes
- Your goal, and a specific amount to give
- A nudge to like or share so more people see it

4

HIT POST

Give it one last read, then post it. Done.

5

KEEP THE UPDATES ROLLING

Watch your notifications and reply to comments and questions. Every couple of weeks, post an update: how training's going, how close you are to your goal, and a thank you to the people who've already supported you. People who missed the first post will catch the second.



TRAINING UPDATE

Training update: the legs are sore and my saddle and I are still negotiating. I'm \$ **[amount]** away from my \$ **[goal]** goal for The Nest. Huge thanks to everyone who's sponsored me so far. Still time to get behind me: **[link]**

AFTER THE RIDE

Done. 600 kilometres of red dirt, five early starts and a lot of good people along the way. Together we raised \$ **[amount]** for The Nest. Thank you to every single person who backed me.

HINTS AND TIPS

Tell people why you're riding. Your reason matters more than the kilometres.

Say thank you, publicly and often. People love seeing how your ride is tracking.

Add a photo or video. Training rides, your bike, your crew. Real beats polished.

Use our ready-made social templates. Pop in your own photo and share.

DOWNLOAD CANVA TEMPLATES →

TAG US

Tagging us helps your friends click through and learn more about the ride and The Nest.

Facebook [@pipelinechallenge](#)

Instagram [@pipelinechallenge](#)

LinkedIn [@youthfutureswa](#)

Major Sponsor Give our Major Partner a shout-out too: [@BigYellowMining](#)

Hashtags [#PipelineChallenge](#)

THE NEST EXISTS BECAUSE PEOPLE SHOW UP. BE ONE OF THEM.

NEED A HAND?

Ride queries: pipelinechallenge@bigyellow.au

Fundraising queries: info@pipelinechallenge.com.au



**BIG
YELLOW
PIPELINE
CHALLENGE**