

A GRAND WEEK  
IN WALES

# SOCIAL MEDIA SCHEDULE AND CONTENT GUIDE 2026

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# WELCOME!

Thank you for being part of Grand Week in Wales!

This yearly event brings together schools, clubs, and community groups across Wales to take on fun challenges, raise funds, and support those who need it most.

This guide will help you:

- Plan your activity
- Promote your participation
- Raise funds through your GoodHub page
- Keep your community engaged

# ABOUT GRAND WEEK IN WALES

At Grand Week in Wales, our mission is to unite communities through fundraising events, supporting charities for the most vulnerable. We promote collaboration and positivity, making a lasting impact on those in need.

Our creative 1000-themed challenges encourage participation for all ages and abilities. As we virtually traverse Wales' 1000-mile circumference, we embody the Welsh spirit while honouring our nation's rich cultural heritage.

Participants are encouraged to take on “1000-themed challenges”, such as:

- 1000 miles to walk/run
- 1000 cakes enjoyed
- 1000 bag of litters picked
- 1000 acts of kindness

Your challenge can be simple, creative, and suitable for your group.

# YOUR FUNDRAISING PAGE

Each group will have their own GoodHub fundraising page. This is where supporters can donate and follow your progress.

Every time you post, remember to:

- Include your GoodHub link
- Ask people to donate or share
- Remind them why you are fundraising

# How To Join

## STEP 1: CHOOSE YOUR CHALLENGE

Pick a challenge that works for your group.

Ideas:

- Walk or run 1000 steps a day
- Pick 1000 pieces of trash

## STEP 2: PLAN YOUR FUNDRAISING

Think about how you will encourage support.

Simple ways to raise funds:

- Share your GoodHub page regularly
- Ask parents, friends, and supporters to donate
- Set a group fundraising target
- Celebrate milestones (e.g. £100, £500, £1000)

# How To Join

## STEP 3: SHARE YOUR JOURNEY ONLINE

Social media is key to spreading the word and increasing donations.

You will have:

- Ready to use post templates
- Social media schedule and content guide

All you need to do is:

- Add your group name
- Add your GoodHub link
- Share your challenge

# YOUR 8-WEEK SOCIAL MEDIA PLAN

Event Date: 22nd June 2026

Starting Date: Start posting 8 weeks (26 April 2026) before 22nd June 2026

Date	Description	Post + CTA
Week 8	Tell people you are taking part of Grand Week in Wales	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• Save the date</li><li>• Introduce your challenge</li></ul> <p>CTA idea:</p> <ul style="list-style-type: none"><li>• Visit our GoodHub page to support our challenge and be one of our first donors.</li></ul>
Week 7	Explain why you are fundraising.	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• Who you are supporting</li><li>• Why it matters to your group</li></ul> <p>CTA idea:</p> <ul style="list-style-type: none"><li>• Donate through our GoodHub page to help us support those who need it most via link in bio.</li></ul>

# YOUR 8-WEEK SOCIAL MEDIA PLAN

Date	Description	Post + CTA
Week 6	Share your challenge.	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• “We are doing 1000...”</li><li>• Team preparation</li></ul> <p>CTA idea:</p> <ul style="list-style-type: none"><li>• Follow our journey and share our progress.</li></ul>
Week 5	Remind people how to support.	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• Where donations go</li><li>• Progress update</li></ul> <p>CTA idea:</p> <ul style="list-style-type: none"><li>• Donate or share our page with someone who would love to support.</li></ul>
Week 4	Encourage participation.	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• Invite others to join</li><li>• Share ideas others can try</li></ul> <p>CTA idea:</p> <ul style="list-style-type: none"><li>• Join us by supporting our GoodHub page or starting your own challenge.</li></ul>

# YOUR 8-WEEK SOCIAL MEDIA PLAN

Date	Description	Post + CTA
Week 3	Make it personal.	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• Photo of your group</li><li>• Why you care</li></ul> <p>CTA idea:</p> <ul style="list-style-type: none"><li>• Share our story to help us reach more people.</li></ul>
Week 2	Build excitement.	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• “2 weeks to go”</li><li>• Final prep</li></ul> <p>CTA idea:</p> <ul style="list-style-type: none"><li>• Support us before we begin by donating through our GoodHub page.</li></ul>
Week 1	Encourage last donations before the event.	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• Final countdown</li><li>• Challenge reminder</li></ul> <p>CTA ideas:</p> <ul style="list-style-type: none"><li>• This is your last chance to support before we start, donate via our GoodHub page today!</li><li>• Share this post to help us reach our target before launch.</li></ul>

# YOUR 8-WEEK SOCIAL MEDIA PLAN

Date	Description	Post + CTA
Event Week	This is your time to shine!	<p>Post ideas:</p> <ul style="list-style-type: none"><li>• Daily updates</li><li>• Photos/videos</li><li>• Milestones</li></ul> <p>CTA ideas:</p> <ul style="list-style-type: none"><li>• Donate now through our GoodHub page and support our progress.</li><li>• Share our journey to help us reach more supporters.</li></ul>

# SIMPLE POST STRUCTURE

## WHEN WRITING YOUR CAPTION, FOLLOW THIS:

1. What you're doing
2. Why it matters
3. Your GoodHub link
4. Call-to-Action (Donate or Share)

## EXAMPLE POST

We're taking part in A Grand Week in Wales this June!

Our challenge is to collect 1000 pieces of litter from our local community.

It's our way of giving back, protecting our environment, and supporting an important cause at the same time.

You can support our challenge by donating through our GoodHub page via link in bio.

#GrandWeekinWales #1000Challenge2026  
#1000PiecesofLitter #WalesCommunity #Wales



# YOU'RE PART OF SOMETHING BIGGER!

Across Wales, schools, clubs, and communities are coming together for one shared purpose.

Your challenge, your posts, and your fundraising all contribute to something purposeful.

Let's make this a truly grand week!