

Talk the Talk



When doing the Sit-Up Challenge

Eager to share your sit-up challenge journey with everyone through Facebook, Instagram, and other platforms?

To help you make the most of every post (and maybe even help grow your fundraising), we've got you covered on what you say and tag.

How to talk about the cause

The choice of language we use for the Endeavour Foundation Sit-Up Challenge has an impact on the way we view people with disability and how they are perceived by your supporters.

We ask that you don't use stereotypes and aim to use language that reflects people with disability as individuals who live, work, and participate in the community.

In simple terms, we encourage that you focus on words and phrases like:

"People with disability"

"Person with disability"

E.G., "Helping people with disability live their best lives"

At the same time, avoid words like:

"Physically challenged"

"Differently abled"

"Special needs"

"Disadvantaged"

"Vulnerable"

"Suffer from disability"

Hashtags to spread the word

We have specific hashtags for our event that help us re-share your amazing pics and videos, these are:

#SitUpChallenge

#YourCoreForChange

Accounts for our event

To tag us on any platform, use the following:



@endeavourfoundation



Endeavour Foundation

Captions for posts

Stuck for what to say when posting? Here's a few captions to inspire you.

Personal Appeal Captions

- This March, I'm taking on the Sit-Up Challenge—100 sit-ups a day to raise awareness and funds for people with disability. Every sit-up I do helps create opportunities for people to live, learn, work, and thrive. Please support me and donate here: [\[insert your donation link\]](#).
- I'm using my core for change this March! I'm committed to raising funds for people with disability. Every dollar counts toward building a more inclusive world. Please donate to my challenge today! [\[insert your donation link\]](#).
- Did you know that 1 in 5 Australians live with a disability, and many face barriers to education, employment, housing, and health? I'm doing 100 sit-ups a day this March to raise awareness and funds to help break down these barriers. Support my Sit-Up Challenge and make a real impact! [\[insert your donation link\]](#).
- Your support means everything! I'm doing the Sit-Up Challenge this March to help people with disability thrive. Together, we can make a real impact. Donate here: [\[insert your donation link\]](#).
- Want to make a difference? Join me in the Sit-Up Challenge this March! Let's raise awareness, break barriers, and help people with disability live their best lives. Donate now or sign up here: [\[insert your donation link\]](#).
- Every sit-up I do this March will help people with disability live, learn, work, and thrive. Let's build a more inclusive world together. Donate or join the Sit-Up Challenge today: [\[insert your donation link\]](#).

Team Appeal Captions

- As a team, we're working hard to complete 100 sit-ups a day each this March. But we can't do it without your support! Your donation will help us empower people with disability and create change. Help support us! [\[insert your donation link\]](#).
- We're coming together as a team for the Sit-Up Challenge this March! We're determined to hit our goal and raise funds for people with disability. Join us in creating a more inclusive future by donating today! [\[insert your donation link\]](#).

Social Media captions

- Every movement matters. Join me in the Sit-Up Challenge to support people with disability! Together, we can raise awareness, break down barriers, and create opportunities. Donate today or sign up to join the challenge: [\[insert your donation link\]](#).
- I'm tackling 100 sit-ups a day this March to raise funds for unfunded programs and equipment for people with disability. Let's make every sit-up count—your support can help make a difference! Donate here: [\[insert your donation link\]](#).
- Challenge accepted! I'm doing the Sit-Up Challenge to help people with disability thrive. Let's raise funds and awareness together—click here to support me: [\[insert your donation link\]](#).

Awareness Captions

- Each day of the Sit-Up Challenge, I'll receive a disability stat that inspires my sit-up efforts. These stats highlight the barriers people with disability face in daily life. Together, we can raise awareness and funds to break down these barriers. Donate today: [\[insert your donation link\]](#).
- Did you know every \$40 raised helps fund programs that empower people with disability to live more independently? I'm working toward 100 sit-ups a day this March to make a difference—join me by donating here: [\[insert your donation link\]](#).
- The Sit-Up Challenge is about more than fitness—it's about creating opportunities for people with disability. Every sit-up brings us closer to a more inclusive world. Support me today: [\[insert your donation link\]](#).

