

**PASS THE KEYS.
DRIVE HOPE.
CHALLENGE**



www.PassTheKeys.org



Pass the Keys. Drive Hope. Challenge

Social Media Toolkit

Everything participants need to share the campaign

This toolkit is designed to make participation simple. Participants should not have to write anything from scratch. They can copy, paste, record, post, tag, and share.

Quick Start: Take the Challenge in 3 Steps

1. Donate \$10 at www.PassTheKeys.org.
2. Record a short video catching and passing a set of keys.
3. Post your video, tag 3 friends, and tag @CompassToCare.

The idea is simple: catch the keys, donate \$10, nominate 3 people, and pass the keys forward. Your \$10 gift helps drive hope for kids with cancer by helping them get to the care they need.

How the Challenge Works

1. Start your video by catching a set of keys from off screen.
2. Say the challenge line and name the three people you are nominating.
3. End your video by tossing the keys out of the frame to pass them forward.
4. Post your video, tag your three nominees, and personally text them so they know they have been challenged.

Catch the keys. Donate \$10. Nominate 3 people. Drive hope.

Who Will You Pass the Keys To?

You can pass the keys to anyone who wants to help children with cancer reach treatment.

Friends

Teammates

Businesses

Family

Classmates

Neighbors

Coworkers

Campus clubs

Anyone who cares

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Video Scripts

Choose the script that feels most natural. Keep the video casual, clear, and short.

Version	Script
Standard	"I'm driving hope for kids with cancer by donating \$10 to Compass to Care. I nominate [Name], [Name], and [Name]. I'm passing you the keys. You have 24 hours."
Short	"I caught the keys! I donated \$10 to Compass to Care, and now I nominate [Name], [Name], and [Name]. I'm passing you the keys. You have 24 hours."
Business / Team	"Our team is driving hope for kids with cancer. We donated to Compass to Care, and we nominate [Business], [Business], and [Business]. We're passing you the keys. You have 24 hours."
Kid Version	"I'm helping kids with cancer get to treatment. I nominate [Name], [Name], and [Name]. I'm passing you the keys!"

Copy-and-Paste Captions

Participant Caption — Standard

I caught the keys, and I'm driving hope for kids with cancer.
I donated \$10 to Compass to Care to help children reach the cancer treatment they need.
Now I'm passing the keys to @[Name], @[Name], and @[Name].
You have 24 hours to donate \$10, record your video, and pass the keys to three more people.
Give here: www.PassTheKeys.org
#PassTheKeys #DriveHope #CompassToCare #ChildhoodCancerAwarenessMonth
Please tag @CompassToCare so we can see and share your post.

Participant Caption — Business / Team

Our team is taking the Pass the Keys. Drive Hope. challenge.
We donated to Compass to Care to help children with cancer reach treatment.
Now we're passing the keys to @[Business], @[Business], and @[Business].
You have 24 hours to donate, record your video, and pass the keys forward.
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Participant Caption — Parent / Family

Our family caught the keys, and we're driving hope for kids with cancer.

We donated \$10 to Compass to Care to help children reach the cancer treatment they need.

Now we're passing the keys to @[Name], @[Name], and @[Name].

You have 24 hours to donate \$10, record your video, and pass the keys forward.

www.PassTheKeys.org

#PassTheKeys #DriveHope #CompassToCare #ChildhoodCancerAwarenessMonth

Please tag @CompassToCare so we can see and share your post.

Personal Text Template

Send this to each person you nominate:

Hey [Name] — I just passed you the keys for Compass to Care's Pass the Keys. Drive Hope. challenge!

You have 24 hours to donate \$10, record a short video catching and passing the keys, and nominate three more people.

I'd really love for you to join. Here's the link: www.PassTheKeys.org

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Posting Checklist

Before you post, make sure your post includes:

- Your key-passing video or photo
- The donation link: www.PassTheKeys.org
- Three people or businesses tagged
- @CompassToCare tagged
- The hashtags: #PassTheKeys #DriveHope #CompassToCare

After you post, personally text the three people you nominated. Tags help people see the challenge, but personal messages are what move people to act.

Best Format for Video

- Record vertically for Instagram Reels, TikTok, Facebook Reels, and Stories.
- Keep your video short and easy to watch.
- Start by catching the keys and end by passing them out of the frame.
- Speak clearly and keep it casual.
- Add text on screen if you can: “I donated \$10. I’m passing you the keys.”

Safety Notes

- Use a spare set of keys, lightweight prop keys, or a soft keychain.
- Film while safely parked or away from traffic.
- Never record while driving.
- Toss the keys gently and keep phones, faces, and vehicles out of the path of the keys.

Important Note About Private Accounts

If your social media account is private, Compass to Care may not be able to see or share your post. To make sure we see it, tag @CompassToCare or send us a screenshot or link to your post.

Official Hashtags

Hashtag	How to Use It
#PassTheKeys	Primary campaign hashtag — use on every post.
#DriveHope	Mission hashtag — use on every post.
#CompassToCare	Organization hashtag — always include.
#ChildhoodCancerAwarenessMonth	Awareness month hashtag — include in September posts.
#GoldRibbon	Childhood cancer awareness symbol — optional.

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QR Code Usage

All campaign graphics, event materials, printed cards, sponsor flyers, business posters, and table tents should display the QR code with this text:

Scan to give \$10 and take the challenge.

QR codes should link directly to www.PassTheKeys.org.

Frequently Asked Questions

Do I have to use real car keys?

No. You can use house keys, a spare set of keys, lightweight prop keys, or a soft keychain. The point is to visually pass the challenge forward.

Do I have to make a video?

Video is preferred because it helps the challenge spread, but a photo holding keys is okay if you are not comfortable recording a video.

Do I have to donate before posting?

Yes. The challenge starts with a \$10 gift. Your video is how you pass the challenge on.

Can I give more than \$10?

Yes. Every dollar helps children with cancer reach treatment.

Can businesses participate?

Yes. Businesses can give as a team, record one group video, and challenge three other businesses.

Should I tag Compass to Care?

Yes. Please tag @CompassToCare so we can see and share your post.

Also Included in This Toolkit

Graphics (feel free to post any of these on social media):

- Campaign overview graphic
- “How It Works” graphic
- “Who Will You Pass the Keys To?” graphic
- Story/Reel template
- QR code for giving

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Frequently Asked Questions

Do I have to use a car?

No. Your ride can be anything that moves you — a car, bike, shoes, stroller, suitcase, wheelchair, bus, plane, toy car, or anything else that represents movement.

Do I have to make a video?

Video is preferred because it helps the challenge spread, but a photo is okay if you are not comfortable recording a video.

Do I have to donate before posting?

Yes. The challenge starts with a \$10 gift. Your video is how you pass the challenge on.

Can I give more than \$10?

Yes. Every dollar helps move children with cancer closer to treatment.

Can businesses participate?

Yes. Businesses can give as a team, record one group video, and challenge three other businesses.

Should I tag Compass to Care?

Yes. Please tag [@CompassToCare](https://www.instagram.com/CompassToCare) so we can see and share your post.

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Story/Reel template: <https://canva.link/jsbh7i5e7ghsewi>