

99,000 Step Challenge – Social media templates

The 99,000 Step Challenge takes place during Children’s Hospice Week (15–21 June 2026). The challenge asks participants to walk 99,000 steps in one week - one for every child in the UK living with a serious or life-limiting illness.

How to use these templates

- Fill in the brackets with the appropriate information.
- Feel free to use your own imagery, unless discussing Isaac, who’s imagery can be found [here](#) (the password is CHW26).
- Tag us in your posts and use the hashtag #ChildrensHospiceWeek.

Our social media handles

- Facebook and LinkedIn: @Together for Short Lives
- Instagram: @togetherforshortlives
- X: @Tog4ShortLives

Before Children’s Hospice Week: Internal posts

Share these via email, Teams or any internal channel you use. The aim is to get colleagues to sign up prior to the challenge beginning on 15 June.

Posts	Copy
Post 1	<p>This Children’s Hospice Week, we want as many of you as possible to take on the 99,000 Step Challenge!</p> <p>Children’s hospices bring precious moments of happiness to families of children living with serious illness. But they’re under real funding pressure: without more support, they can’t provide all the care families rely on.</p> <p>You can help change that. Sign up for the final Together for Short Lives 99,000 steps challenge during Children’s Hospice Week (15-21 June). Join the journey to precious moments for families of children living with serious illness.</p> <p>If you think you’re up to the challenge, sign up here: [LINK]</p>
Post 2	<p>We’re doing the 99,000 Step Challenge this Children’s Hospice Week for children like Isaac.</p> <p>10-year-old Isaac has spent years in hospital receiving treatment for leukaemia and subsequently lost his leg due to septic shock. At a particularly difficult time in Isaac and his family’s life, they were introduced to Little Havens, their local children’s hospice. It was there that Isaac and his family were able to feel a sense of normality and joy.</p> <p>Across the UK, there are thousands of families of children with serious illness who rely on their local children’s hospice. But they’re under real funding pressure: without more support, they can’t provide all the care families rely on.</p>

	<p>Between 15-21 June, we're walking a step for every one of them. Join us on a journey to precious moments for families of children living with serious illness.</p> <p>Sign up here: [LINK]</p>
Post 3 (from a senior member of staff)	<p>I've signed up for the Together for Short Lives 99,000 Step Challenge this Children's Hospice Week and I would love for you to join me! Broken down, that is just over 14,000 steps a day – which you can walk, run, dance or skip your way through. Join the journey to precious moments for families of children living with serious illness. If you'd like to take part in this important challenge, sign up now: [LINK]</p>

Before Children's Hospice Week: External posts

Share these on your organisation's social media channels to encourage sign-ups and fundraising activity.

Posts	Copy
Post 1	<p>Children's hospices bring precious moments of happiness to families of children living with serious illness. But they're under real funding pressure: without more support, they can't provide all the care families rely on.</p> <p>You can help change that. This year, for the first time, the Together for Short Lives 99,000 Step Challenge is open to the public – and we want you to join us!</p> <p>Between 15-21 June, colleagues across [COMPANY NAME] are walking 99,000 steps in support of our partner charity and we want to help them make this it's biggest year yet.</p> <p>Sign up now and join us in supporting children with serious illness and their families.</p> <p>https://99000steps.togetherforshortlives.org.uk/</p>
Post 2	<p>Help us make this year's Together for Short Lives 99,000 Steps Challenge one to remember.</p> <p>This Children's Hospice Week (15–21 June), we're walking 99,000 steps for children like Isaac. Isaac is 10, and he's been through years of treatment for leukaemia, spent a long time in hospital, and lost his leg to septic shock. Through it all, Little Havens children's hospice was there for his family. His dad puts it simply: "Our first soft play, first swimming, first days out all happened at Little Havens."</p> <p>Isaac is just one of the thousands of children in the UK living with a serious illness who rely on a children's hospice. Sign up to join us on a journey to precious moments for children like Isaac this June.</p>

<https://99000steps.togetherforshortlives.org.uk/>

During Children's Hospice Week: Internal posts

Share these on your organisation's social media channels to motivate your colleagues.

Posts	Copy
Post 1	<p>We're now [NUMBER] days into the 99,000 Step Challenge!</p> <p>How's it going for everyone? And have you found any fun ways to reach your step goal? Let us know below!</p>
Post 2	<p>I just wanted to extend my thanks to everyone who signed up and is getting involved in the 99,000 Step Challenge this week.</p> <p>I've been getting my steps in [SHARE HOW], and it's been fantastic hearing how everyone else is getting on. Remember, with every step you are creating more precious moments for children living with serious illness, so keep going, we can do this!</p>

During Children's Hospice Week: External post

Use this post to celebrate colleagues externally.

Posts	Copy
Post 1	<p>This week, [COMPANY] are taking on the 99,000 Step Challenge for Children's Hospice Week, and we have enjoyed finding fun ways to get our steps in.</p> <p>[ADD IN HOW YOUR COMPANY HAS BEEN STEPPING]</p> <p>Every step is a step towards precious moments for a child with a serious illness in the UK, and is in support of our partner charity, Together for Short Lives.</p>