



Dig Deep



LinkedIn Guide | 2027 Kilimanjaro Challenge

Using LinkedIn to Amplify Your Challenge Experience

As a fundraiser for the Kilimanjaro Challenge with Dig Deep, posting about your involvement on LinkedIn is more than raising awareness, it's about establishing your **professional brand**, **enhancing your employability** or career networking, and **inspiring others** to support your team.



LinkedIn is a powerful tool to:

- Showcase your volunteering experience
- Demonstrate understanding and commitment to global issues
- Build your CV and online presence in ways that appeal to employers and help you grow your network.
- Engage your university, workplace, and local community in a cause



To find out more and help make this life-changing work possible, visit www.digdeep.org.uk

Dig Deep (Africa) is a registered charity (No. 1148745) and a registered company limited by guarantee (No. 8034496) in England and Wales.



Post One

Introduction & Sign-Up Announcement



Purpose: Introduce your challenge, explain your motivation, and raise awareness

What to include

How this looks

Examples

The Personal Why

The hook: brief, authentic reason for taking on the challenge

Interest in global impact, try something new, passions

The Challenge

The Kilimanjaro climb and fundraising target

The tallest-freestanding mountain in the world

The Cause

Dig Deep's mission, the work we do and where, SDG's link

Our practical immediate solutions / long term partnerships

What You'll Be Doing

Fundraising methods, training, or upcoming events

Marathons, bake sales, sporting events, sponsorship

Professional Tie-In

Link to personal growth or career development

Communication skills, community collaboration

Call to Action

Links to your fundraising page, the Dig Deep website

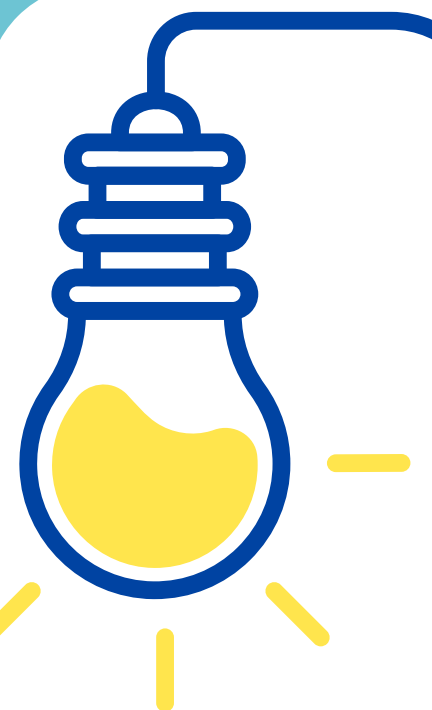
"Follow my journey or support here: [Link]"

Step-by-Step Guide

- ✓ Add Your Role to Your LinkedIn Profile under Add Experience
- ✓ Organisation: Dig Deep (Africa). This will appear under volunteering, not employment
- ✓ Use title: Volunteer Fundraiser Kilimanjaro Challenge 2026
- ✓ Link your fundraising page and link to the website: www.digdeep.org.uk/challenges

Tip Box

- Use strong openings to grab attention of viewers
- Be personal and passionate to build connection with your audience
- Clear photos of you, the team, the mountain, the charity
- Keep it concise with links for more information so people can dig deeper



Post Two

Fundraising Deadline Milestone



Purpose: Share your progress, thank supporters, and build anticipation for the climb

What to include

How this looks

Examples

Milestone Update

Fundraising progress or goal completion to push over the target, a final reminder

"I have raised my first £500! I am so happy with my progress so far!"

What You've Done & Skills Developed

Highlight events, socials, digital campaigns or team efforts. Share key takeaways related to leadership, organisation, management

"I ran weekly pub quizzes, promoting them locally, building skills in digital outreach, event planning, and communication."

Reinforce the Cause

Brief reminder of Dig Deep's mission and long-term impact

"Every £15 raised provides one person with clean drinking water"

Climb Excitement

Share how you're preparing and how you feel, what to expect

"With just weeks to go until the climb, I'm excited to take on Africa's tallest peak!"

Thanks & Call to Action

Express gratitude and encourage final donations or engagement

"Follow my journey or support here: [Link]"

Step-by-Step Guide

- ✓ Make sure that you are following the Dig Deep account and tag us so we can reply
- ✓ Connect with other participants doing the challenge to like/comment so you can reach bigger audiences
- ✓ Tag relevant hosts, sponsors, venues that helped support your fundraising events
- ✓ Tag relevant apps or platforms that you may have used for fundraising/training

Tip Box

- Show appreciation and enthusiasm. This is a key for community building and networking
- Highlight your key achievements and takeaways in a easy-to-read format.
- Post a relevant visuals (fundraising events, training captures, team photo)



Post Three

Post-Climb Reflection and Impact



Purpose: Reflect on the experience, highlight your growth and impact

What to include

How this looks

Examples

The Experience

Share how the climb went and any emotional or personal reflections

"The hardest and most rewarding thing I've ever done, an unforgettable experience."

What You Learned

Reflect on professional development: resilience, leadership, global awareness

"This challenge taught me the power of teamwork, the importance of prep, and the value of global responsibility."

The Impact

Quantify or describe what the fundraising achieved

"Our team raised £X, directly supporting water and sanitation projects in Bomet"

The Cause (Revisited)

Reconnect your personal effort to the bigger picture (Dig Deep's mission + SDGs)

"Every step taken up the mountain helped move a community closer to clean water supporting health, education, and equity."

Gratitude, Support & Future Steps

Thank supporters, tag key people, places, and encourage others to get involved. Invite others to join future challenges, learn more, or donate

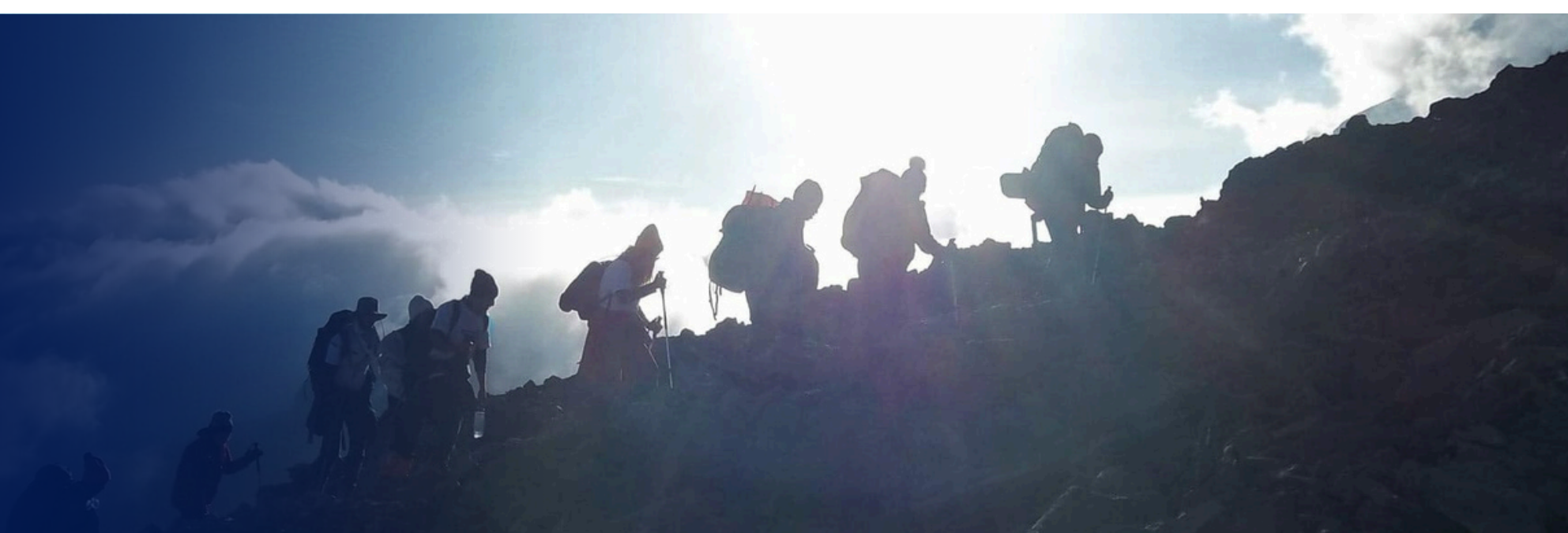
"Thanks to everyone who supported this journey. Find out about getting more involved..."

Step-by-Step Guide

- ✓ When creating the post, you can add under Certifications: Mountain Expedition Certificate
- ✓ Tag fellow climbers, support team and supplier organisation (africanscenicsafaris) from the trip
- ✓ Include a link to your fundraising page (a screenshot of your fundraising page can also be uploaded as an image)

Tip Box

- Use clear, high quality captures from the trek
- Be real; share emotions, not just accomplishments.
- Keep tone reflective, optimistic, and thankful.
- Let this post mark a high point in your profile. It's a powerful journey.





Dig Deep

EXAMPLE POST

My 2027 Kili Journey Begins

Next summer, I'll be heading to Tanzania to climb Mount Kilimanjaro, the tallest free-standing mountain in the world, in support of Dig Deep (Africa) and their mission to transform access to clean water, safe toilets, and hygiene education in rural Kenya.

I've taken on this challenge to step far outside my comfort zone, grow personally and professionally, and raise awareness for one of the world's most pressing issues: access to water and sanitation. It's a cause that's deeply connected to education, gender equality, and long-term health. And it is one I'm proud to support.

Between now and the climb in 2027, I'll be planning a series of fundraising events, getting involved in awareness campaigns, and training for the 5,895m summit. All the funds raised will directly support Dig Deep's sustainable projects in Bomet County, Kenya, helping to deliver lasting change in line with several UN Sustainable Development Goals.

Beyond the fundraising, I'm excited to develop real-world skills in leadership, digital communication, project management, and global development, all while being part of a student-led initiative that makes a tangible impact.

🔗 I'd love your support as this journey begins, whether that's through following along, donating, or helping spread the word: [Insert fundraising link]

🙌 Big thanks already to @Dig Deep (Africa), and my University Team at [Insert UniversityName], and everyone who will be part of this journey with me.

#KilimanjaroChallenge2026 #DigDeepAfrica #CharityFundraising #GlobalGoals
#VolunteerExperience #SustainableDevelopment #ProfessionalDevelopment
#MountKilimanjaro

Splitting up the paragraphs to make it easier to read and more user friendly

A photo of you that captures your personality or interests



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