

## Fundraising Using Social Media

Social networking sites (like Facebook, Twitter, LinkedIn, Vine, and Instagram, among others) are a powerful medium for fundraising. Frequent updates are the norm, and you really have the opportunity to be creative with your “ask”.

### Here are some helpful tips to get started:

Short, to-the-point updates that include a link to your updated fundraising site (don't forget to personalize it and include photos!) have high success rates. By treating it like a blog and continuously updating your page with new information, people will keep visiting (and will hopefully donate!)

Don't just cut and paste your link into your status. Give an explanation! “I just ran 3 hot miles before 9AM! Find out why here: (link)”.

“Tag” people as they donate. Make sure to include a link to your fundraising website as well. When you tag someone, the post will show up on their page as well and all of their network will see it. Make sure you post at different times of the day so it's more likely to reach a wider audience – don't always post at the same time! For example, write something like: “

**THANK YOU** (tag person) for your donation to LLS & my fundraising campaign for Moms In Training! Almost half of the new cancer drugs approved in the U.S. since 2000 (28/67) were approved to treat one or more blood cancers, and LLS helped advance most of them. As a donor, you own a part of this research and success. Thanks very much!

**Try asking friends to simply share your status update or tweet. Send a message to your connections asking them to post something like:**

*“My friend Jane is running/walking for blood cancer research – please support her as she trains to run 6.2 miles through New York City this June!*

You can also use social media to broadcast information about a raffle or fundraising incentive. Create a fun video on Vine, take a photo using Instagram, or write an update on Facebook with details. Here's an example:

*“For every \$20 donation to my LLS fundraising campaign for Moms In Training, not only will you be helping save lives, but you'll be entered into a raffle to win X (a gift certificate, autographed memorabilia – most sports teams will donate items for fundraisers), dinner on me, a bottle of wine, etc). All funds will go to The Leukemia & Lymphoma Society!”*

**Try a 24-Hour Facebook Awareness Campaign: Ask your friends to “donate” their Facebook status messages for 24 hours to help spread awareness about your efforts or for a particular event like a fundraiser.**

*Step 1:* Set up a group or event about 7-10 days before the campaign to give friends enough time to join or RSVP and to invite friends. If you are promoting a fundraiser, the campaign should take place several days before the event itself.

*Step 2:* Invite all your friends to the group or event which will explain how they can donate their status for 24 hours. Give them a few options for what they can post in their status.

*"Who wants to join me for Mike's Team In Training fundraiser on Thursday? Find details here (website link)."*

*"I'm a proud supporter of my friend Katie's fundraising efforts for Team In Training! Read all about it here (website link)."*

*Step 3:* The day before the campaign, set your own status to the one you have sent friends, and remind your friends once again.

**NOTE:** This type of campaign should be done only after you have raised a decent amount. Why? People are more likely to donate when they see that others already have. Also – make sure you have a high personal goal set – we typically recommend setting it about \$1,000 higher than your fundraising commitment. When donors see a higher goal, they tend to donate more! (Remember, you're only held to your original minimum, so it can't hurt!)

**Post photos and videos via social media platforms. Don't just tell people what you're up to with training. Show them by posting pictures from GTS, fundraisers, and more.**

Need your website link shortened so you can utilize more characters on Twitter? Visit a site like [bitly.com/](http://bitly.com/) to have your link shortened. You can also view analytics to find out if people are clicking on your link, which sites/posts give you the most traffic, etc!

Planning a fundraising event? Use Facebook to create an invitation and invite everyone on your friends list (and ask them to invite their friends)! Include information on Moms In Training, LLS, and any photos that might be helpful.

Utilize your bio. **Link to your fundraising page.** Explain your motivation for participating in MIT or which event you are doing and when.

Communicate personally with your followers by visiting their pages and responding to some of their tweets. Not only does that encourage that person to follow your tweets, but, like with Facebook newsfeed, it exposes you to their entire network. Find "influencers" in your followers and work to set up relationships with them.

Ask friends and followers to retweet your messages about your fundraising. Does a friend who just made a donation have a Twitter account? Ask him or her to tweet about their donation!

Set a social media specific goal. Rather than posting your full fundraising commitment, ask your followers to help you reach a specific, smaller goal. You can even set a goal amount per follower, based on the number of followers you have.

If you want to know who else is talking about TNT on Twitter, simply go to [twitter.com](http://twitter.com) and type "Team In Training" (in quotes) into the search field. Use other participants' tweets as a guide for effective tweeting.