

SOCIAL MEDIA FUNDRAISING

#abilitysnowchallenge

#IamNAC

1. How do I promote my fundraiser on social networks?

Email is still the most effective way to get your network of friends and supporters to donate. The second best way is to use Facebook direct messages. It's time consuming to send a direct message on Facebook but it's so worth it and we highly recommend it. If you send a lot of emails and direct messages on Facebook, you'll drive the traffic to your page that you need to hit your fundraising goal.

The other ways to promote your campaign is to go to the MANAGE CAMPAIGN tab on your fundraising page and click any of the social icons in the ASK FOR DONTIONS section. You can post to Facebook, Twitter, Linked In and Google+. Be sure to include a link to your fundraising page and ask your network of friends to help you hit your fundraising goal. The more personal you make the ask (don't write a novel unless you are actually working on a novel), the more effective it will be.

Crowdrise will notify you whenever you get a donation. Be sure to thank every donor as quickly as possible. It goes such a long way. And in your thank you, ask them to go a step further and share a link to your fundraising page with a few of your friends.

2. How can I share my fundraiser on Facebook and Twitter?

You can easily share your fundraiser on your Facebook and Twitter page just by clicking the MANAGE CAMPAIGN tab in Crowdrise at the top of your fundraiser. Then, on the next page, click on the social media icon to share your fundraiser. You can also share the link to your page directly to your social media account.

(Continued on next page)

3. Social Media Fundraising Tips

Make sure you're *telling your story*. Use your platforms to let supporters know what you're doing and why. Be creative - make a YouTube or Vine video of your fundraising efforts, or Instagram a picture of your training or the people you racing for. Also tell your supporters exactly why you are doing this and what their donation will do (i.e. Your \$100 contribution will sponsor one child into a ski lesson this winter). Let them know that their money is going to good use.

Examples of posts: -

- Share Your Personal Page: If you keep your personal page updated (why you are participating, how long you have been participating etc.) this will draw more people to your page. Once they read your story, they will be more inclined to donate.
- Update on your fundraising goal and status: "I am at \$890! I am just \$110 shy of reaching our team goal!" Don't forget to attach your personal URL.
- Share why you are participating: "I'm racing for my Aunt Jackie who had an amputation in 2002. Please support me, so we can help her and many other people in our community continue to enjoy outdoor recreation on the mountain!"

Let your pictures do the talking! Post a picture/video of you training or at a team fundraiser. If you let your friends know what you are doing to prep for the event; they'll be more likely to donate. You can also swap your profile picture and cover photos with our logos.

Recognize your donors: If a Facebook friend donates to you, be sure to mention them in your status! Just type @ + their name, it will then show up in a drop down box. Choose their name to tag them.