



# FUNDRAISING ESSENTIALS

## Social Media Fundraising Tips

Technology provides some great platforms and resources to help spread the word about your fundraising efforts far and wide, particularly social media sites such as Facebook and Twitter. Here are our top tips to help you make the most of social media and online technologies.

### Be Active

Use your tweets and status updates to let people know what you are doing, and how you are working towards your goals, and provide consistent updates throughout your journey to ensure that your efforts are top-of-mind with all your friends and family, and that you reach as many people as possible. For example, update your friends when you've finished a training session, purchased some new running gear or reached a fundraising milestone. EG:

*Today I ran 10k in preparation for my first attempt at the XYZ Half Marathon! As I am pounding the pavement, please consider supporting me and donating to the Cancer Society. Visit my personal page here [insert link to fundraising page]*

*I've just reached \$500 with my fundraising for the Cancer Society! A huge thank you to all who have donated, it means so much to me. My next goal is to reach [insert new target]! Visit my personal page here [insert link to fundraising page]*

### Be Engaging

Your personal journey towards your challenge is what will drive people to donate, so the more information you can give them about why you have chosen to do what you are doing and why you are passionate about the cause, the more likely people are to donate to you and your efforts. Include information in your status updates and posts about why you have chosen the Cancer Society and how a donation will help and be used. See [www.cancersocietyauckland.org.nz](http://www.cancersocietyauckland.org.nz) for information on how we use our funds.

### Be Personal

Consider not only broadcasting your efforts to all of your followers, but targeting potential donors on a more personal level, through private messages within social media platforms. Both Facebook and Twitter include personal message functionality which you can use for this purpose. People are more likely to respond to a more personal request than one that is broadcast to everyone.

### Be Yourself!

Ensure that the tone you use in your messaging is always genuine, authentic and sounds like you! Your friends and family know who you are, and they are more likely to respond to a post or tweet that sounds like you, than something that sounds too formal or over written. If you're known for your humorous personality, use humour in your posts! If you're more creative and technologically inclined, why not create a video blog or photo collage? If you are approaching your fundraising for very personal reasons, don't be shy about letting people know. Stay true to yourself and what you love, and your donors will see your genuine passion for the cause.