

Social Media Fundraising Guide

- **Be Personal!!**

Do you have a personal story? Are you walking to honor someone? Why is the Walk important to you? How can others join you in this cause?

- **Use Visuals!**

Pull people in by sharing photos and videos from previous Walks. Take advantage of using graphics, GIFS, emojis, sound clips, and links to get people to stop scrolling and support your fundraising efforts!

- **Share your Fundraising Link!**

Make sure you include a link to your page - you want to make donating as easy as possible, and you want the fundraising credit! Include your link on emails, texts, social media posts, bios, dating apps, etc.

- **Mix up your Posts!**

Share a variety of content by following our post guidelines:

- Participation
- #TBT- photos and videos from previous Walks
- Why you Walk
- Join my Team
- Donation Request
- Shout-out to Donors
- Progress, "I'm Halfway There"
- Fundraising Event Promotion

- **Birthday Fundraiser!**

Give back to our community on your special day! Ask your loved ones to forgo b-day gifts and make a donation instead.

- **Highlight Milestones!**

Show people how dedicated and ambitious you are by sharing your Fundraising Goal. Keep your donors updated on your progress and don't hesitate to ask for help if you are falling behind.

- **Recognize your Donors!**

Publicly recognize your donors by posting about their generous contribution to your fundraising efforts. Don't forget to tag them!

- **Get Social with Us!**

Make sure you follow @aidswalkny and don't forget to tag us on all of your social media posts by using #AWNY. You can also tag your friends, family, and team members to take advantage of increased engagement!



@aidswalkny

