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TIPS FOR SOCIAL MEDIA FUNDRAISING

Get started

Share your DIYnamo fundraiser on your social networks (Facebook, Twitter, LinkedIn, Instagram) by copying and pasting your custom URL in your status.

OR

Create a Facebook Fundraiser! (See our How to create a Facebook Fundraiser toolkit)



Get personal

Personalize your Fundraiser. Be sure your fundraiser description highlights how colorectal cancer has impacted you and why you are choosing to support the Colorectal Cancer Alliance. Add a custom photo or use one of the provided cover photos. Choose a goal that has personal significance to you (e.g. \$2,600 to honor a diagnosis at age 26). Most importantly, be YOU! People are donating to a great cause, but they are also donating because they want to support YOU. Be as honest as you feel comfortable being on a public fundraising page. Donors appreciate authenticity!



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TIPS FOR SOCIAL MEDIA FUNDRAISING

Social media tips

Post and share often

Consistency is key with any social media page and your Facebook fundraiser is no exception. Post frequently to keep your efforts top of mind and to make sure your supporters are well informed and engaged. Don't forget to share your fundraiser frequently and ask your network to share it, too!



Invite and tag

Ensure friends on your social networks see your fundraiser by inviting them to join and tagging them in your posts. Bonus points if you tag the Colorectal Cancer Alliance, too!

- Twitter: @ccalliance
- Facebook: @colorectalcanceralliance
- LinkedIn: @colorectalcanceralliance
- Instagram: @colorectalcanceralliance



Use stories

Use the "Stories" feature on Facebook and Instagram to tell your story, share photos, and provide updates in real time. If people miss your post in their newsfeeds, they can always see it in your story. Don't forget to add the donate button, and since your story expires after 24 hours, don't be afraid to post stories daily. Tag the Alliance, too—we love seeing your stories!



Video

Videos receive significantly more engagement than photos or text, so pull out your phone and tell your audience why you are raising funds for the Alliance. Again, be authentic!

Go Live

Live video reaches the most people and will live within your Fundraiser for as long as you want. You can also download your live video and share it on other platforms (Twitter, LinkedIn, etc.) to reach even more people.



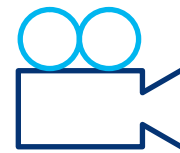
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Social media tips (Con't.)

Videos can be tricky, so before you hit record:

- Check your lighting (stand with a window in front of you – not behind you – or turn on all the lights).
- Speak loudly and clearly.
- Use a tripod if possible (or prop your phone on a table).
- Keep it short and sweet – 30 to 60 seconds tops.
- Smile! We forget to smile when we speak; smiling will show you are genuine and excited about your fundraiser.
- Include a message of thanks – people love to feel appreciated.



Say thank you

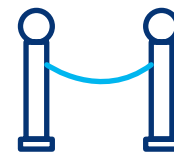
Every time someone makes a donation, say thank you in a public post. Tag that person and let them know how much their donation means to you. This will make the person who donated feel special and will show others that you are definitely paying attention.



What to post

Behind the Scenes

Share a photo from your last medical appointment, the time that you and your partner got a coffee after chemotherapy or a special moment in your everyday life. Your supporters want to join you on your journey, so bring them along!



Milestones

Share when you hit a certain milestone like \$200 raised or just \$50 left to reach your goal. Sharing milestones creates a sense of urgency that builds excitement among your supporters.



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What to post (Con't.)

Quotes

Post a photo of you and your loved one with an inspirational quote, or include the Alliance tagline, "Tomorrow Can't Wait." Don't forget to credit the author of the quote.

Impact Messages

Share the impact a gift to the Colorectal Cancer Alliance can have. Use our impact graphics or share from personal experience.

Thank you

Send a heartfelt thank you to those who have supported you. Hand-written notes are great, but you can also always tag them on social media or send them a personal message. Who doesn't love a good thank you and virtual hug?

