



Tips for fundraising through social media

Social Media is fast and easy way to connect with donors. Participants have the ability to use various social media outlets to tap into a whole new network of people outside of your immediate contacts.

This guide will show you how to utilize social media outlets to their highest potential by connecting with donors, sharing your story and securing donations.

This user guide will teach you how to use the following social media outlets:



TIP: USE HASHTAGS on all social media platforms. Hashtags allow you to search what others are posting about topics that you are interested in and affiliate your posts with this group. Use at least ONE hashtag (and no more than three) every time you post. Here are some the chapter will use!

- #citytoshore2014
- #MuckFestMS
- #BikeMS
- #JointheMovement
- #multiple sclerosis
- #msactivist



LINKEDIN



"I sent large group messages to as many of my connections as possible. I made the message short, honest and funny while sounding like myself. It was a total win-win. It was a great donation effort and it ignited my LinkedIn network. For several weeks I had people looking at my profile, company and many opened up about their MS journey," - *Matt Ray, Bike MS Top 250 cyclist*

Join our group: <http://www.linkedin.com/groups/Bike-MS-City-Shore-Ride>. Here you can chat with other cyclists about fundraising, recruitment, riding tips and more!

Best Times to Post: 7am-9am/5pm-6pm (Peak Time Tuesday – Thursday)

Worst Times to Post: 10pm – 6am; Mondays & Fridays

Additional Tips:

Just as you would on Facebook and Twitter, LinkedIn also lets your post status and links on your profile. Use the status section as a way to let all of your connections know about your ride and fundraising goal.

I'm riding in Bike MS City to Shore 2014 because I want to do something about MS now. My goal is to raise \$1,000 and I would love it if you could help me get there. Every donation counts! Check out my personal page to read more about why I ride and make a tax-deductible donation.

Share with: Public Share

Sample post: "I am participating in Zumbathon for MS for my 5th consecutive year. I am hoping to hit the \$10,000 mark this year. Please help me get there!"

As Matt mentions in his tip above, direct messages allow you to connect with potential donors as well. You can use the template messages found in your Event Participant Center or you can create your own message as Matt did. Make sure you touch on the key points in your message:

- What event you are participating in
- When the event is
- Why you are participating in the event
- Your fundraising goal for the event
- A link to your fundraising page

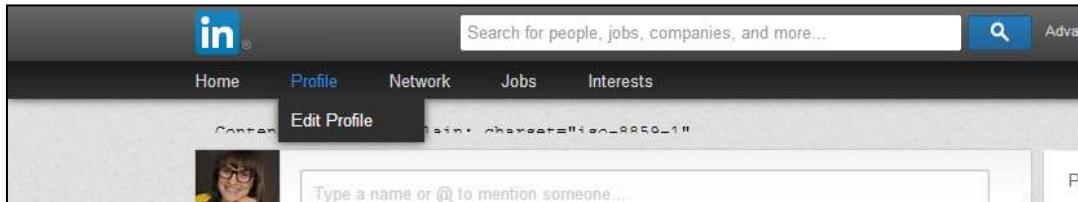
See more on the next page!



LINKEDIN continued

Projects: One of the newest aspects of LinkedIn is the projects tab. Here you can let your colleagues know what you are working on in and out of work.

After you log in to LinkedIn, you will want to be in **EDIT** profile mode. Click **Profile** in the top toolbar, then **Edit Profile** in the drop down.



Once you are on your profile, you will scroll down toward the bottom until you see the **PROJECTS** header then click **+ Add**.

Projects + Add

Name * First, name your project.
Fundraising for the 2013 BikeMS: City to Shore Ride

Occupation Since this is not part of your full time job, choose "Other"
Other

Date Range Choose the date range; ex. "the month you registered"
April - Present
 Project Ongoing

Project URL Simply copy & paste your personal or team URL
INSERT YOUR PERSONAL PAGE LINK HERE

Team Member(s) * If your teammates are on linkedin, add them here by clicking **+add team member**, then their name
Laurie Zerumsky
+ Add team member

Description Summarize WHY you ride?
Tell your potential donors WHY they should donate to you!

Save Cancel Give it a once over, click **SAVE** and you're done!



FACEBOOK



"This year I want to put a real purpose behind my efforts. I am doing this to raise money for the National MS Society." – John McArthur, Finish MS participant

Like US: Be sure to SHARE our posts with your friends!

[City to Shore](#)

[Walk MS](#)

[MuckFest MS](#)

[Zumbathon for MS](#)

[Challenge Walk Philadelphia Freedom Pass](#)

Best Times to Post: Monday through Friday 1pm – 4pm (Peak Time 3pm)

Worst Times to Post: 8pm – 8am; Weekends

Additional Tips:

- **Boundless Fundraising Facebook Application** - Set automatic status updates with this app. [Log into your account](#) to set it up today. Having trouble? [Click here for a how-to guide](#) (pdf).
- **Update your status:** Let your friends know about your training and fundraising. **When you post, add a link to your personal page and include a photo.**

****Tip:** If you 'like' the page of your Event, you can tag that page in your post. As you type the name of the event, it will appear below your status. Click the event name, to tag the event in your post, and have it show on the event page!

The screenshot shows a Facebook post creation interface. At the top, there are buttons for 'Update Status' and 'Add Photos/Video'. The main text area contains a message: "I'm participating in Challenge Walk MS Philadelphia Freedom Pass and need to raise \$1,000. Will you help me in my journey to create a world free of MS? Click the link below to donate!" Below the text are several small icons for sharing (person, location, camera, smiley face). To the right of the text area are buttons for 'Friends' (with a dropdown arrow) and 'Post'.

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 VIP Status! Please help me reach my goal!" Don't forget to attach your personal URL.
- **Share why you are participating:** "I'm running for my Aunt Jackie who was diagnosed in 2002. Please support me, so we can help her and the 14,000 people in our area with MS"
- **Update on your training:** "Went on an amazing 25 mile bike ride this morning! I am really looking forward to September now!"



FACEBOOK continued

- 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.

How perfect that Friday is pay day for so many people! Send a few dolla dolla bills my way for MuckFest tomorrow morning! I'm running at 9am, so pictures will follow.

MuckFest MS
main.nationalmssociety.org
Muck, it wicked good at MuckFest MS Boston. Run, swim, smash, climb & laugh your way through a 5K course of incredible obstacles. 100% of your fundraising dollars go back to the National MS Society.

Like · Comment · Promote · Share

Sue Gidea, Meghan McGee, Maria Oberst and 6 others like this.

Thanks to [Melissa Hersh](#) for the latest donation! You rock!



INSTAGRAM



"Aside from fundraising I feel that I gained a Awareness as well. This disease literally chews you up and spits you out and this walk, this cause, this fundraiser gave me a voice and for that I am grateful,"
- *Melissa Maiellano, Walk MS participant*

Best Times to Post: Anytime!

Additional Tips:

- Post a picture of your team, you and the person you are participating for or a flyer for your upcoming event! Let your friends know you are training for the event; they'll be work likely to give seeing you do the work.
- Edit your Instagram profile!
- Link to your Facebook and Twitter accounts here
- Update your URL to have it link to your event fundraising page
- Hashtags:** See page 1 for examples

my_multilicious_sclerosis 10w
Barbie dreams of my house*

My Multilicious Sclerosis reached 100%! I'm so grateful for every person in my life who has helped me DEFY the DIAGNOSIS! Whether it was words of encouragement, an understanding ear, or fundraising support without you I would have never overcame some of the obstacles in my way. Just so ya know, I'm just getting started!! xo — with Melissa Maiellano at Barbie Dream House<3.

Walk MS: Philadelphia Museum of Art

My Multilicious Sclerosis
I formed a team for Walk MS because I want to help the National MS Society fund research, advocate for change, and help people with MS. I believe in this cause. Can I count on your support?

Walk MS is a day that brings friends, families, and coworkers together to embrace an important cause. Multiple sclerosis is an unpredictable, often disabling, disease of the central nervous system that interrupts the flow of information within the brain, and between the brain and body. Every step counts. Every dollar helps. Every connection matters.

Please join or support me in Walk Ms 2014!
xxxx,

100% RAISED
GOAL: \$1,000
ACHIEVED: \$1,115

barbiegirlie, lauriezerumsky, laurlaubasso, cuzinmike73, southphilly1313, inkedupmailman215, renee1244
my_multilicious_sclerosis #goals #imjustgettingstarted #defythewdiagnosis



TWITTER

Best Times to Post: 1pm – 3pm (Peak Time Monday - Thursday)

Worst Times to Post: 8pm – 9am; After 3pm on Friday



"When using Twitter I have the best of both Facebook and Instagram combined! I can write a small description, post a picture, use hashtags and mention people in my tweets. Twitter allows me to re-mention things that the MS Society posts and even connect with people who I may not know personally, but want to help me fundraise!"

- **Nicole Quigley, Walk MS and MuckFest MS participant**

Follow Us: [City to Shore](#)

[Walk MS](#)

[Greater Delaware Valley chapter](#)

RETWEET: Share information with your Twitter followers. Be sure to retweet our posts to all your followers to keep them in the loop.

You can also tweet to us by mentioning us in your Tweets. Not only will your tweet show on your Twitter feed, but it will show on ours as well.

- **@ - mention** – when you cite to reply to a follow (ex. @mscitytoshore or @greaterdelms)
- **Hashtag** – See page 1 for examples

Additional Tips:

- **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](#)
 - **Show off your team!** Post photos the day of the event and mention us in your Tweet. Others will see your participation and may want to join you next year for the event.
- **Put a link on it!** Add a link to your participant center in your About me section of Twitter. This will allow people to always have easy access to donate to you.
- **Twibbon:** Add this to your profile picture and show your followers, you support the MS Society! (Visit www.twibbon.com and search for 'multiple sclerosis')

Nicole Marie @nicoleebella · Jun 1
You know it's been a successful @MuckFestMS when you've had to shower twice #muckfestms #muckfestmsphilly

Nicole Marie @nicoleebella · May 17
I will be selling team tshirts please let me know if you are interested! They are \$15 each!

Special Thanks to our Sponsors:
Camden RiverSharks - Triton Thunder
Hick's Bar and Grill - Thorndale Lanes
Westgate - The Plaza - Men's Investment Co.
Hunting Platnum - Philadelphia Fire Department
Oscar E. Danner - Charles W. Pease
East West Bank - Kennett River Net Sales
Pete Bagel - Philadelphia 76ers - Philadelphia Poetry Slam
Touch of Green - Wawa - Wawa Poetry Slam
Desserts & More - Rockville Sun - New Dogs
Kingshipa Wings - Jiffy Lube - Dennis Bratton
In Escape - Star Hill Escape Room - Square
Women's Run - Red Lion Inn - 21WW
Philadelphia Police - Team L'Amore
Philadelphia Police - Run 4 A Cure

Walking for a cure #denisesdiamonds
#walkms #walkmsgdv14



TWITTER continued

- **Recognize your donors:** If a follower 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 tweet to them. This will then show in their Twitter feed for others to see.
- **Given Twitter's length limit, each character in a tweet is key.** Rather than tweeting unwieldy URLs--which can run 120+ characters in length--condense your URLs with a URL shortener before you tweet them. <http://www.bitly.com/> and is widely recommended for Twitter use.



Nicole Marie @nicoleebella · May 26

A very big shoutout to @Candypoooh for sending me her shoes and clothes! Thank you so much for helping me raise money for @MuckFestMS



Tip: Sometimes, you really do need all 140 characters to get your point across in a tweet. But other times, it's worth leaving some extra room (around 20 characters) to make your post more share-able. Alternately, if you are tweeting several 140 character posts in a row that are all part of a single thought or theme, alert your followers that the tweets are part of a series by including "1/3" or "2/3" in the tweet.