



# TIPS FOR FUNDRAISING THROUGH SOCIAL MEDIA

## SOCIAL MEDIA IS ABOUT CONNECTING, CREATING, AND COMMUNICATING

Once you have connected via social networks you can begin to communicate with one another and share important, relevant information. Stair Climb MS participants can connect with their friends, family and potential supporters to effectively increase awareness and donations.

We have provided some helpful tips to get started fundraising with social media right now. Along with our tips, we also provide a series of YouTube webinars that explain each social network step by step.

If you have any questions, feel free to contact us. If you have additional ideas or tips that you find helpful, when fundraising through social media, please share them with us!

## LINKEDIN

Just as you would on Facebook and Twitter, LinkedIn also lets you post status updates and links on your profile.

- Add additional text of WHY you are riding.
- Riding on a company team: This is a GREAT way to recruit your colleagues to join you!

Reference all of your connections. Are they on your donor list? Add them! For help refer back to the Know Your Network sheet!



## FACEBOOK

- DO NOT use the CAUSES application on Facebook.
  - The donations made will NOT go directly to your fundraising page.
  - Instead, copy your personal or team URL and post it in your status to show why this ride is so important to you!
- Boundless Fundraising Facebook Application: Set automatic status updates with this app. Log into your account to set it up today.
- Change your profile picture: Swap your profile picture for a Stair Climb MS logo!
- Change your cover picture: Let potential donors know you are climbing or even volunteering!
- Pictures & Videos: Post a picture/video of you riding or at a Stair Climb MS fundraising event. If you let your friends know you are training and preparing for the ride, they'll be more likely to give! Check out our photos and logos you can use.
- Update your status: Let your friends know about your training and fundraising progress. When you post, add a link to your personal page and include a photo.
  - Share Your Personal Page: "Check out my Stair Climb MS Personal Page." If you keep your personal page updated (with training information, who you are climbing for etc.) this will draw more people to your page. Once they are on your page, they will be more inclined to donate!
  - Update on your fundraising goal and status: "I am at \$250! I am just \$50 shy of reaching the McKinley Level! Please help me reach my goal!" attach your personal URL.
  - Share why you are riding: "I'm climbing for my Aunt Jackie who was diagnosed in 2002. Please support me, so we can help her and the 2,800 people in our area living with MS."
  - Update on your training: "I climbed 8 floors! Looks like I'll be able to do those 16 floors at Stair Climb MS this November! Show your support and pledge for my climb here!"
- 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.
- Do not use #hashtags on Facebook. There's no reason, it doesn't work.

## TWITTER

Follow your local chapter

- Retweet: Be sure to retweet our posts to all your followers!
- # Hashtag: it's how one starts or joins a conversation on Twitter.
- @ mention: When you cite to reply to a follow
- Upload photos: Post a picture of you climbing! Let your friends know you are training for the climb, they'll be more likely to give seeing you do the work.
- Stair Climb MS logos: Promote the climb using our logo.
- Use at least ONE hashtag (and no more than three) every time you post. Here are some you will most definitely use:
  - #StairClimbMS
  - #JointheMovement
  - #multiplesclerosis
- Recognize your donors: If a follower donates to you, mention them in your status! Just type @ + their name, it will then show up in a drop down box.
- Days of the Week:
  - Monday: Use #MSMonday when postings on Mondays
  - Tuesday: #charitytuesday is a hashtag that nonprofits use to get their message out. Use this and be sure to mention us @stairclimbms
  - Thursday: #thanksthursday: Use this hashtag and mention "@ " any of your donors or sponsors.
- 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. [Bit.ly](http://bit.ly) is widely recommended for Twitter use.
  - 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.

