



Fundraising with Social Media

When it comes to fundraising, social media can be a great tool. Here are some tips to get you started. Contact us for more tools and tips on how to engage your social networks.

1. Connect with Parkinson SuperWalk on Facebook and Twitter:

<https://www.facebook.com/ParkinsonSuperWalk.ca>

<https://twitter.com/SuperWalk>

2. Share using the sharing buttons on our website. Many pages on our SuperWalk website have the sharing buttons which allow you to post to Facebook, Twitter and Google plus. Clicking these links is a fast and convenient way to update your contacts!

3. Ask permission to have your workplace or other social organizations post, retweet, or otherwise share your message on Parkinson SuperWalk.

4. Empower your team via social media. Recognize the fundraising efforts of your peers and acknowledge team members via congratulatory messages.

5. Direct asks yield results. Make sure you're asking your friends to do something. Use words like, "Donate now!" or "Share this!" Unless you're direct, you won't get results. Be clear: Make sure you include a brief explanation of how and where they can donate to you.

6. Challenge yourself and your team. Set a lofty goal for yourself, and let everyone know what it is. Tell them they're the only ones who can help you reach that goal. Give them something to care about.

7. Personalize your approach. Why are you participating in Parkinson SuperWalk? Tell your friends why this is important to you, and why you need their support. Make it personal.

8. Be thankful. If someone donates to your team, thank them publicly through social media, not only is it appropriate to thank your donors but doing so via social media is yet another reminder to your other contacts about the cause.

9. Hashtag your tweets and link back to the event on Facebook. Use the hashtag #SuperWalk in your message to ensure people outside of your network see what you have written!

10. Enjoy your fundraising experience. Raising money and participating in Parkinson SuperWalk is fun. At the end of the day, feel good about what you're doing for the cause, and let others know this.