



Social Media Fundraising Guide

Tips:

- **Be personal.** Do you have a personal story from a previous AIDS Walk you can share? Are you walking/raising money to honor someone?
- **Use images.** Do you have photos from previous AIDS Walks? If so, use include them in your posts.
- **Link to your fundraising page.** Make sure you include a link to your page—you want to make giving as easy as possible, and you want the fundraising credit!
- **Tag AIDS Walk New York and GMHC.** We have included the proper tags in the suggested text below. Make sure check these tags are working properly before you hit “post.”
- **Include your goal.** Show people how ambitious you are. You can also continue to update your account(s) with progress about reaching your goal.
- **Spell check!**

Suggested Social Media Posts:

Facebook:

Hi everyone! I’m walking in this year’s @AIDSWalkNY on May 19, and I need your help to reach my goal of (ADD YOUR GOAL AMOUNT HERE). You can join or donate to my team as we walk to raise funds for those living with and affected by HIV & AIDS. @GMHC and numerous other tri-state area organizations will benefit from what you give, so I hope you’ll give what you can. Visit my fundraising page at (SAMPLE: ny.aidswalk.net/NAME) and help us end AIDS once and for all! Thank you for your support!

Optional for Facebook: You can also post this link to the official AIDS Walk New York video:

https://www.youtube.com/watch?v=LL_sB1k-lyQ

Twitter (2 options):

I’m walking in @aidswalkny on 5/19, and I need your help to reach my goal of (ADD YOUR GOAL AMOUNT HERE). Pls join or donate to my team as we raise \$ for those affected by #HIV & #AIDS. Visit my page at (SAMPLE: ny.aidswalk.net/NAME) and help end AIDS once and for all!

I’m walking in @aidswalkny on 5/19, and I need your help to reach my goal of (ADD YOUR GOAL AMOUNT HERE). We’re making great strides against #HIV & #AIDS, but your help is crucial in the fight. Pls join or donate to my team at (SAMPLE: ny.aidswalk.net/NAME).

Instagram:

Put your fundraising link in your Instagram bio:

1. Click your account image in the lower right corner of the screen
2. On the next screen, click "Edit Profile"
3. Include the link to your fundraising page in the "Bio" line. (sample: ny.aidswalk.net/NAME)

Hi everyone! I'm walking in this year's @aidswalkny on May 19, and I need your help to reach my goal of (ADD YOUR GOAL AMOUNT HERE). You can join or donate to my team as we walk to raise funds for those living with and affected by #HIV & #AIDS. @gmhc and numerous other tri-state area organizations will benefit from what you give, so I hope you'll give what you can. Visit my fundraising page at the link in my bio and help us end AIDS once and for all! Thank you for your support! #aidswalkny