

SOCIAL MEDIA FUNDRAISING GUIDE



“Fundraising is the gentle art of teaching the joy of giving”

-Hank Rosso

Be Personal!

Share your story! Why do you walk? Why is this mission important to you? How can others join you in this cause?

Always use Visuals!

Pull people in by sharing beautiful photos and videos from previous Walks. Take advantage of using GIFS and emojis to get people to stop scrolling and support you.

Share your Fundarising Link!

Include your link on emails, texts, social media posts, bios, dating apps, etc.



Birthday Fundraiser!

Give back to our mission on your special day! Ask your loved ones to forgo b-day gifts and make a donation instead.

Include your Goal!

Show people how dedicated and ambitious you are! You can also continue to update your account(s) with progress about reaching your goal.

Get Social with Us!

Make sure you follow us and don't forget to tag us on all of your social media posts!



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