



# SOCIAL MEDIA FUNDRAISING GUIDE



## • **Be Personal!!**

Do you have a personal story? Are you walking to honor someone? Why is the Walk important to you? How can others join you in this cause?

## • **Use Visuals!**

Pull people in by sharing photos and videos from previous Walks. Take advantage of using graphics, GIFS, emojis, sound clips, and links to get people to stop scrolling and support your fundraising efforts!

## • **Share your Fundraising Link!**

Make sure you include a link to your page - you want to make donating as easy as possible, and you want the fundraising credit! Include your link on emails, texts, social media posts, bios, dating apps, etc.

## • **Mix up your Posts!**

Share a variety of content by following our post guidelines:

- Participation
- #TBT - photos and videos from previous Walks
- Why you Walk
- Join my Team
- Donation Request
- Shout-out to Donors
- Progress, "I'm Halfway There"
- Fundraising Event Promotion

## • **Birthday Fundraiser!**

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

## • **Highlight Milestones!**

Show people how dedicated and ambitious you are by sharing your Fundraising Goal. Keep your donors updated on your progress and don't hesitate to ask for help if you are falling behind.

## • **Recognize your Donors!**

Publicly recognize your donors by posting about their generous contribution to your fundraising efforts. Don't forget to tag them!

## • **Get Social with Us!**

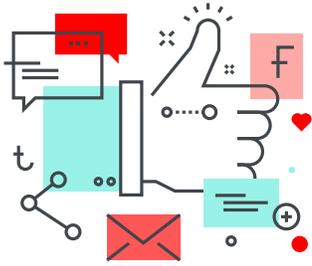
Make sure you follow @aidswalksf and don't forget to tag us on all of your social media posts by using #aidswalksf. You can also tag your friends, family, and team members to take advantage of increased engagement!

@aidswalksf



#AIDSWALKSF

415.615.9255 (WALK) • SF.AIDSWALK.NET



# SUGGESTED SOCIAL MEDIA POSTS:

(FEEL FREE TO COPY/PASTE, OR ADJUST IT TO MAKE IT MORE PERSONAL!)

## Facebook:

Hi everyone! I'm walking for this year's @AIDSWalkSF on Sunday, May 16 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. Dozens of Bay Area HIV/AIDS service organizations will benefit from what you give, so I hope you'll give what you can. Visit my fundraising page at (SAMPLE: [sf.aidswalk.net/NAME](http://sf.aidswalk.net/NAME)) and help us end AIDS once and for all! Thank you for your support!

## Twitter:

I'm walking for @aidswalksf on 5/16, 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: [sf.aidswalk.net/NAME](http://sf.aidswalk.net/NAME)) and help end AIDS once and for all!

I'm walking for @aidswalksf on 5/16, 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: [sf.aidswalk.net/NAME](http://sf.aidswalk.net/NAME)).

## Instagram:

Add your fundraising link to 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:[sf.aidswalk.net/NAME](http://sf.aidswalk.net/NAME))

Hi everyone! I'm walking for this year's @aidswalksf on Sunday May 16, 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. Dozens of Bay Area HIV/AIDS service 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! #aidswalksf