

LIVESTRONG®

FOUNDATION

Social Media Fundraising

Using Facebook, Twitter, YouTube, and other sites to reach your goals



*Fundraising through social media is about **BALANCE**. People often read hundreds of posts a day and your fundraising ask can easily be scrolled by and simply forgotten. On the other hand, constantly flooding the news feeds with your posts can be detrimental to your fundraising efforts (and you might lose a few friends the process). The following tips will help make your posts as effective as possible, and now you just need to be conscious of how often to post so you fall somewhere between being forgotten and being flagged as spam.*

- **ENGAGE.** Share your personal connection and the reasons why you are participating in this Team LIVESTRONG event. The more people know what this means to you, the more they are going to take seriously your requests for support.
- **UPDATE.** Leverage the fact that you are training for an athletic event as a way to update people on your progress towards your goals. Sharing your training milestones with your friends and followers allows you to remind people of what you are doing, why you are doing it, and how dedicated you are to this cause. Your investment will encourage their investment.
- **SIMPLIFY.** Make sure that the link to your personal fundraising webpage is included in everything you post. When someone decides that they want to support you and join the fight against cancer, you should make sure that they are only a click away from doing so.
- **CONNECT.** Use your posts to connect your fundraising efforts with the LIVESTRONG Foundation's work to provide free services, support and resources to people affected by cancer. This is your platform to tell people how their donations help support programs such as LIVESTRONG at the YMCA and the LIVESTRONG Cancer Navigation Center. You can tell people how they can join the fight by supporting you, and you might even be connecting someone who needs help with our services. It's a win-win.

EXAMPLES

- "I biked 40 miles this morning. It was tough, but I pushed through knowing that by joining Team LIVESTRONG I am making a difference to those that receive a cancer diagnosis. Consider a donation to my personal webpage. (insert link)"
- "The LIVESTRONG Foundation serves people fighting cancer. Dollars raised could help place someone in a clinical trial, answer questions around fertility or provide counsel with finances. Consider a donation to the Foundation as I train for the (insert event). (insert link)"
- "I am running and fundraising for Team LIVESTRONG in memory of my mother who passed away from breast cancer in 2008. My mother inspired me to live life to the fullest. Please donate in her memory. (insert link)"