



PRRW2020 SOCIAL MEDIA FUNDRAISING STRATEGIES

Did you know that the average person checks Facebook a whopping 14 times a day? A recent Pew poll found that 70% of people engaged with Facebook on a daily basis, with 45% engaging several times a day. With numbers like that, it's clear that social media is a great way to connect with potential donors, recruit for your team fundraiser, or garner interest for your upcoming community event. Use the tips and tricks below to get the most out of Twitter, Instagram, Facebook, LinkedIn and more!

Add a Sisters By Choice frame to your facebook page

Step 1: Go to your profile page and hover over your profile picture and click to 'Update'

Step 2: Update Profile Picture options will appear. Click 'Add Frame.'

Step 3: In this 'Add a Frame to Your Profile Picture' options, use the search bar to search 'Pink Ribbon Walk' and the Pink Ribbon 5k Run / Walk frame will appear.

Step 4: Adjust and reposition the frame as you'd like and then scroll to the bottom, adjust the timeframe if you'd like, and select 'Use as Profile Picture.'

Be sure to like and share our Sisters By Choice Facebook pages to keep up with our Virtual Pink Ribbon 5k Run / Walk updates.

Peer-to-peer fundraising is our favorite fundraising idea because it channels the energy of your most dedicated supporters into fundraising action. A **peer-to-peer fundraiser** works like this: Your team empowers supporters to **launch peer-to-peer fundraising pages** on behalf of your cause.

1. These **volunteer fundraisers reach out** to friends, family, and other community members by sharing their page on social media.
2. Members of **their networks donate** to your cause through the volunteer's fundraising page.

Why do we love peer-to-peer fundraising? Not only is it a great way to galvanize your most dedicated supporters, but it also brings your cause to people who don't yet know who you are. This way, you're growing your community while reaching your fundraising goals!

Invitation to your Facebook friends: sample text

I signed up for the Sisters By Choice Pink Ribbon 5k Run/Walk to raise awareness and funds toward the operational cost of SBC Mobile Breast Clinic! Not only will I be participating, but I'll also be supporting the mission by raising money. Please help me reach my goal of \$____, every little bit helps! #PRRW2020 [link to team page]

Tell Your Story and Make it Personal

Use the power of storytelling to share your message. Take people on a journey with images, heartfelt stories and videos. Talk about the impact breast cancer has had on your life—or the life of your loved one. Don't be afraid to share the good, the bad and the ugly. People tend to engage with honest, open dialogue; so let them feel your passion. Let people know the difference their donation or participation will make in the lives of everyone affected by breast cancer.

Make Your Messages Shareable

Use the hashtag #PRRW2020 on platforms like Facebook, Twitter and Instagram to get more eyes on your content. It can also help you engage people who have similar interests. Have a relatable message with a clear request and be sure to share the link to your fundraising page. Remember to tag your friends, family and online community in your posts and encourage them to share your message on their platforms, too.

Leverage Your Networks

You can use YouTube, Twitter, Facebook, Instagram, Instagram Stories, LinkedIn, TikTok and even Snapchat to share your story far and wide. Did you know that the average person has 250 followers on Twitter and 338 friends on Facebook? Tap into those networks for fundraising or recruiting! You'd be surprised by how many people may be interested in supporting you.

Post Where Your Network Is

Look at who you think is most likely going to donate to you—and pay attention to the platforms they use. Most people likely frequent Facebook and one or two other platforms. Always keep in mind that it's not just about where YOU are, it's where your potential donors are.

Post Often & at The Right Time

Post regularly on your social channels—and at the right times to maximize reach. When is the right time? Whenever your contacts are active online! For many people that will be Friday through Sunday, but nothing is set in stone. It's also important not to make an "ask" every time. Provide updates on your fundraising efforts or share some inspiring news related to breast cancer research. Did you know that 42% of donors don't give on their first visit to a fundraising page? These messages will act as gentle reminder for those who have yet to make a donation.

Use Hashtags

Hashtags are important to help people find your posts, but you need to know which ones to use to attract the right audience. For platforms like Twitter, try keeping your hashtag use to two per post. While for Instagram, you can use up to 30, but best practices recommend somewhere between 6-11. Some hashtags you may wish to include in your posts are: #PRRW2020 #SistersByChoiceATL We want to see how you're getting the message out, so remember to tag us in your posts! Use our handle in your post on the following platforms: Facebook, Instagram, and Twitter

Ways to Share Your Fundraiser

Once you have updated your fundraising page with your story and ready to share why you are raising funds for the mobile breast clinic, there are a number of ways to reach your community of potential donors.

Email: Email is a great way to get your story out to many people at once. And, it's easy to include a link to your fundraising page!

Create a video: If a picture tells 1,000 words, a video tells 10,000! You can upload your video to your fundraising page and to websites like YouTube.

Mail: Who doesn't love getting mail? Write a personal letter to share your story and your fundraising plan. This works especially well with people who are not on social media and/or don't check their email regularly.

Call or text: These days our cell phones are always nearby. Take advantage of that fact! Be creative! Don't be afraid to really think outside of the box and come up with new—and fun—ways to connect with your community.

Fundraising Updates sample text

Thank you to my amazing friends and family for supporting my participation in the Sisters By Choice Pink Ribbon 5k Run/Walk by helping me raise \$_____ for the SBC Mobile Breast Clinic so far! There's still time to donate: [link to team page] #PRRW2020 Please help me reach my goal!

Fundraising Goal Met sample text

We did it! Thank you to everyone who helped me reach my fundraising goal for Sisters By Choice Mobile Breast Clinic! I can't wait to walk toward a cure by participating in the Pink Ribbon 5K Run/Walk on Saturday, July 18 - August 15 . If you haven't had a chance to donate, there's still time. [link to team page] Thank you to my friends and family for all of your support! Together we raised \$_____ for the SBC Mobile Breast Clinic. I'll be sure to post photos of all the Pink Ribbon 5k Run / Walk fun! #PRRW2020