

FUNDRAISE USING SOCIAL MEDIA



Thank you for joining the Walk and Roll for MDC.

Here are some tips for fundraising success:



Facebook is an effective tool for getting the word out about a fundraiser. You can use Facebook to reach out to your inner circle and everyone across Canada.

TOP TIPS FOR USING FACEBOOK

- 1. REACH OUT**
After your donation page is set up and the first donation has been made, personally message close friends and family about supporting you. This personal connection makes securing a donation more likely.
- 2. TELL A STORY**
Share why you are participating in the Walk & Roll for MDC. Personal stories help you connect with those who will support your cause. Don't forget to add the link to your donation page with every post you share.
- 3. TAG SUPPORTERS IN YOUR POSTS**
A powerful way to thank donors is by tagging them in your posts. Not only will they feel special, their friends might see your fundraiser this way, and you'll reach a whole new audience of potential donors.
- 4. POST UPDATES FREQUENTLY**
Provide updates about your fundraising journey, including both progress and setbacks. Whenever possible update your status and ensure you include a link to your donation page.

@MuscularDystrophyCA



@MD_Canada

Use Twitter to share real-time updates of your fundraising journey.

TOP TIPS FOR TWITTER

- 1. TWEET**
Tweet often and always include a link to your personal fundraising page.
- 2. UPDATE**
Keep your followers updated on the event.
- 3. TAG**
Thank your donors/supporters by tagging them in your tweets.



- Personalize your fundraising efforts by sharing photos and/or videos of your activities and preparations for the Walk and Roll event.
- Add a link to your fundraiser in stories.
- Create a custom hashtag (or use **#WalkRollMDC**) to add to all your photos—this will make it easier for friends, family and donors to track your adventure!

@md_canada



#WalkRollMDC

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SOAR TO NEW FUNDRAISING LEVELS WITH THESE TIPS & TRICKS

- **MAKE THE FIRST DONATION**
Kick start your fundraising and lead by example! You will be surprised what a difference it makes when your family and friends see you have donated.
- **CORPORATE MATCHING**
Ask your employer if they are willing to match your fundraising dollars. Many companies already have this type of program in place—all you have to do is ask.
- **BUILD A CONTACT LIST**
Make a list of all the people you know and ask for their support.
- **SEND AN EMAIL**
It is easy and effective. Import your email address book and send emails to all your friends and family.
- **SHARE YOUR STORY**
Personalize your fundraising page with the story of why you participate in the Walk & Roll for MDC.

SAMPLE POSTS



I'm participating in the #WalkRollMDC and I need your support! Help me break down barriers for Canadians affected by neuromuscular disorders. Donate Now!
[Link to fundraiser]



The #WalkRollMDC is coming soon and I'm so close to my fundraising goal! Help me by donating to support @MD_Canada.
[Link to fundraiser]



This year, I am participating in the #WalkRollMDC with my team *(team name)*. My team and I are walking and rolling to *(share your reason to join the event)*.



Join me to raise funds for the neuromuscular community. Every dollar raised, helps to fund critical research, further advocacy efforts and deliver life-changing programs and services across the country.
[Link to your fundraiser]



The #WalkRollMDC is back and this year, I am participating with my friends and family. The #WalkRollMDC is close to my heart because *(share your reason)*.

Share a personal story followed by the link to your fundraiser.

