



How to Begin a Social Media FUNdraising Campaign

Getting Started with Facebook/Twitter/YouTube/Flickr

Social media gives you the ability to take your fundraising to friends/family/friends-of-friends/workplace colleagues/their friends/and on and on. You might think that social media is scary, intrusive, and a place you might not want to go. However, you might get that extra \$50 donation from that kid who used to annoy you in your high school history class and move you on your way to FUNdraising success!

In the social media sphere, traditional messaging simply doesn't work. Most of your potential donors are careful to not engage in conversations without understanding the context of that conversation. And remember, fundraising is a conversation and people will need a reason to give. Check out some fun, easy, creative ways to get you started on your social media journey.

Be Active. Be Engaging. Be Authentic.

Be Active. Since you are training for an athletic event (10, 25, 100 mile bike ride, half marathon, etc.) use your status updates, tweets, blogs, or videos to state what it is that you are pushing yourself through in order to raise funds for the CT Challenge. In addition, do this often and early. The more reminders you give of how hard you are working towards your personal athletic goal, the more people are inclined to give. You also might not catch everyone with just one update. The more you inform and the earlier you start, the higher chance you have of donations coming in. Here are a few examples:

- ✓ Today, I ran my first two-mile run to get ready for the Team CT Challenge run in the Fairfield Half Marathon! As I put in the miles, please consider a donation to my personal webpage. (insert link)
- ✓ I biked 40 miles this morning. It was tough, but I pushed through knowing that by supporting the CT Challenge I am helping to create resources here in Connecticut that will help cancer survivors. Consider a donation to my personal webpage. (insert link)
- ✓ Swim, bike, run my way to the Finish Line so that those affected by cancer can reach their Finish Line. "Halfway through training for the Fairfield Sprint Triathlon. I want to raise \$1,000 for the CT Challenge. Please donate today! (insert link)

Be Engaging. When it comes down to it, the mission is what should continually drive you and, therefore, your donors to give. Link your fundraising project to the CT Challenge and its mission to help provide emphasis and compelling context. Here at the CT Challenge there are two things we strive for: **servicing cancer survivors** and **empowering people to take action**. There are many ways to include these in your updates; here are a few examples to get you started:

- ✓ CT Challenge serves cancer survivors. Dollars raised could help a cancer survivor with psychosocial counseling, a plan for improved wellness, or a series of free yoga classes. Consider a

donation to the CT Challenge as I train for the ING NYC Marathon. (insert link)

✓ The CT Challenge empowers cancer survivors to take control of their health and wellness back from the disease. I am joining the fight to help cancer survivors by riding my bike at the 7th Annual CT Challenge Bike Ride. Please donate and take action as a part of my team. (insert link)

✓ I am riding and fundraising for the CT Challenge 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)

Be Authentic. Always stay true to your own personality, spirit or character when fundraising via social media (or any other medium for that fact!). If you are the funny gal that can use humor in training, then go for it! If you come to this with a deep personal connection and really want to pull at the heart strings, your friends/family will trust you from the start with their donor dollars. Maybe you are really creative and simply want to use videos/blogs to get the message across with your personal journey. We have seen these all work well. Get to the heart of what you know and love and bring that to your audience in a real, un-imitated way and get ready for those donations to come rolling in!

