LET'S GET

SOCIAL

SOCIAL MEDIA FUNDRAISING GUIDE

ct Challenge

It's not a ride. It's a movement.

Let's face it: we spend a significant portion of our lives on social. Social media is BIG and only getting bigger. We shop, read the news and keep in touch with friends with a few clicks. And when it comes to supporting the causes and organizations we care about, our behavior is no different. In fact, people who engaged with charities via social media were inspired to take further action, such as donate, volunteer or attend an event.

Be active. Be engaging. Be authentic. Since you are training for an athletic event, use your status updates, tweets, blogs and or videos to share your training, fundraising efforts and to thank your donors.

- Be sure to tag @TheCTChallenge on Facebook and @BikeCTChallenge on Instagram and Twitter.
- Here are a few examples:

  o I'm thrilled to be back riding 100 miles at the #CTChallenge18 on team @SherpaFit Join my efforts by donating today! No amount is too small. Every dollar counts (Insert link to your fundraising page).
  o I am training to ride 25 miles at @TheCTChallenge ride July 28th in Westport, CT! We all know someone who fought cancer. Some have one. Others not. I'm so proud to support this cause and hope you will be too by donating to my ride here: (Insert link to your fundraising page). #TogetherWeCan
  o Thank you (Insert name of donor) for donating to my #CTChallenge18 ride! Because of you, I am one step closer to my goal of $1,000.
  o I rode 25 miles today to train for the #CTChallenge18 It was tough, but I pushed through!
  o We ride to fund game-changing exercise, nutrition and community-building support programs for #CancerSurvivors @TheCTChallenge Ride with me. (Insert link to your fundraising page).
  o Help me in doing all we can to help those who have beaten this insidious disease and to honor my friend and #CancerSurvivor (insert name and insert link to your fundraising page).
  o This is why I ride (Insert where the money goes video and your fundraising page link).
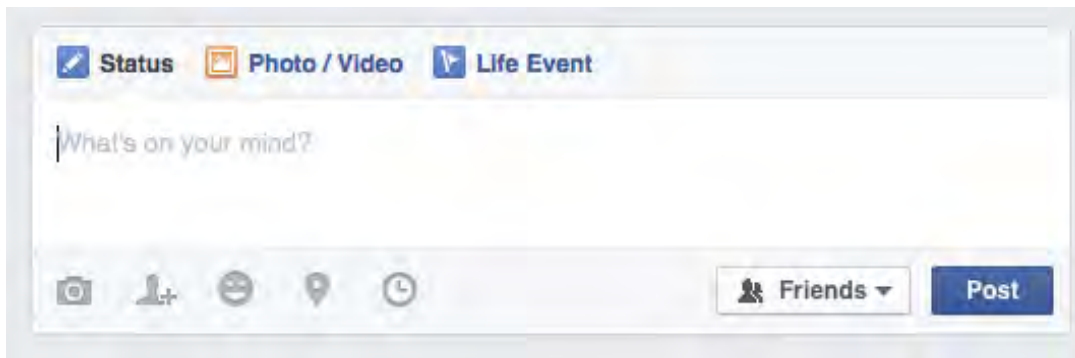
For live help, contact andrew@ctchallenge.org

SOCIAL MEDIA
Facebook Quick Tips

Follow these steps to use your Facebook account as a fundraising tool

1. Post a **"status"** on your profile page by typing in your message in the box below: **Pasting the link to your CTC fundraising page is a quick and simple way for friends and family to donate.*

2. **Add a photo** from CT Challenge or a photo of you training by clicking the camera icon in the bottom left corner.

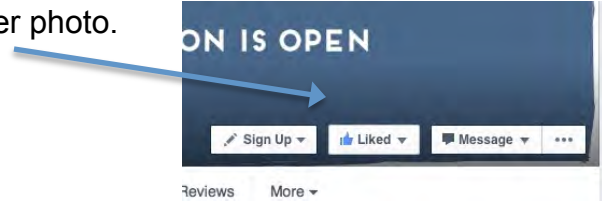3. **Tag friends** and fellow riders in your posts by clicking the tag friends icon.
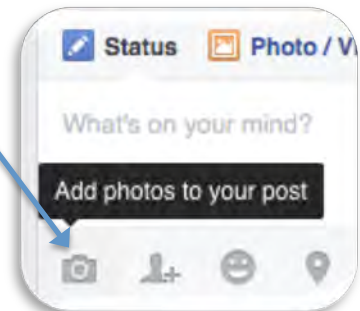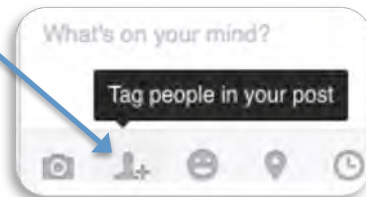
4. Find us on Facebook by searching **"The CT Challenge"**.

5. You will see this beautiful graphic when you visit our page:

6. **"Like"** the CTC page by clicking the button on our cover photo.

7. **Invite fellow riders and friends** to "Like" our page by clicking the icon on the left side of the CTC page.

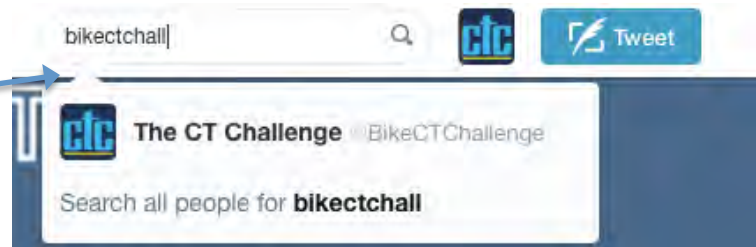8. **Share** CTC posts by clicking the "Share" button on the bottom of post.

SOCIAL MEDIA
Twitter Quick Tips

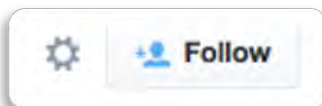*Follow these steps to use your Twitter account as a fundraising tool*

1. Find CT Challenge on Twitter by typing **"BikeCTChallenge"** into the search box

2. You will be brought to this awesome page

3. **Follow** CT Challenge by clicking the "Follow" button on the right side of the page

4. **Tweet** to us by clicking the blue button on the left side of the screen.
Don't forget to tag us @bikectchallenge

5. **Retweet** our tweets by clicking the "retweet" icon at the bottom of the desired tweet.
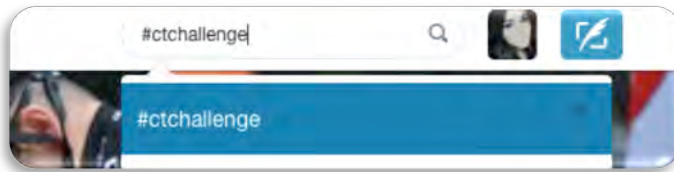
6. **Favorite** our tweets by clicking the star icon located next to the retweet icon.

7. Check out our **photos and videos** by clicking the blue "Photos & Videos link in the center of our page.

8. **Stay connected** with the CT Challenge dialogue by searching "#ctchallenge" in the search box at the top of the page.

9. You will be brought to this page, where you can view every tweet that includes "**#ctchallenge**".

10. Use a CT Challenge photo as your profile or cover **photo** by clicking "Edit Profile" on your profile page.

11. **Change your profile picture** to a CTChallenge photo you have previously saved on your computer by clicking the "Upload Photo" option.

12. **Change your cover photo** by clicking the upload photo option.
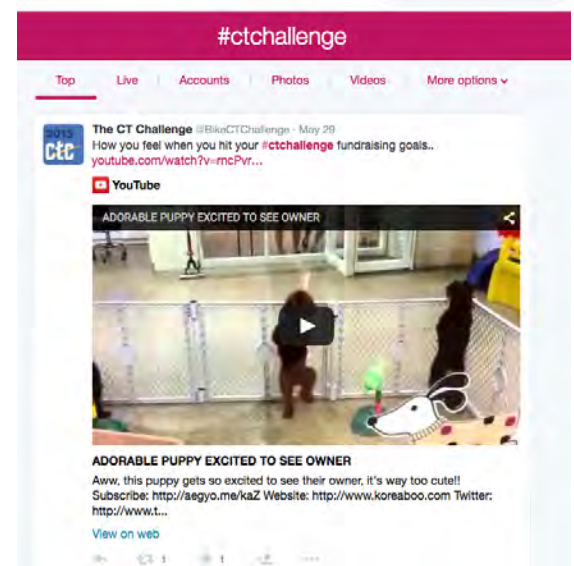
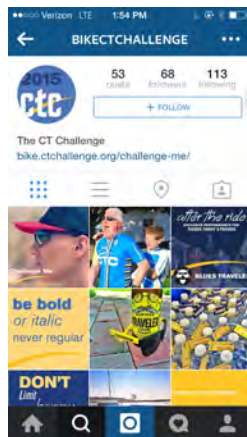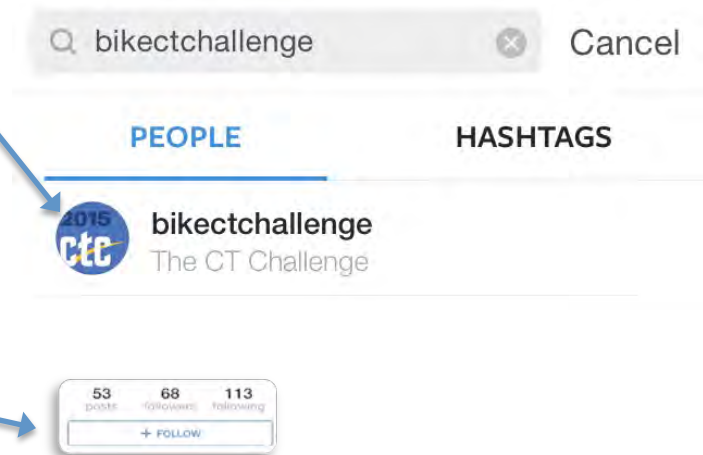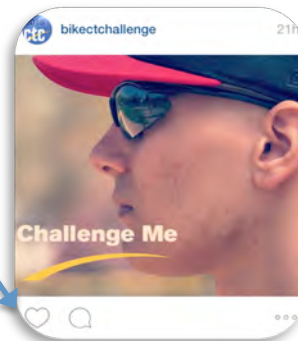*Questions? Email them to info@ctchallenge.org*

SOCIAL MEDIA
Instagram Quick Tips

Follow these steps to use your Instagram account as a fundraising tool
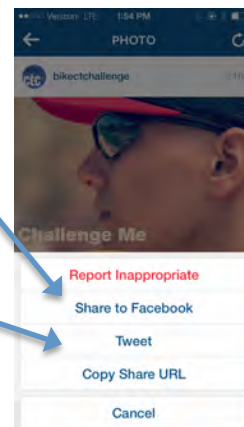
1. Find us on Instagram by clicking the "search icon" and searching "**bikectchallenge**".

2. **Follow** CT Challenge by clicking the "Follow" button at the top of the page.

3. **Like** a picture by clicking the heart-shaped "like" icon.

4. **Share** our photo clicking the "more" icon at the bottom right corner of the desired photo.

5. Share the photo on **Facebook** by clicking the "Share to Facebook" option.

6. Share the photo on **Twitter** by clicking the "Tweet" option.

Questions? Email them to info@ctchallenge.org