

# FUNDRAISE USING SOCIAL MEDIA



#WalkRollMDC



**Thank you for joining the Walk and Roll for Muscular Dystrophy Canada.**

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, 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 Muscular Dystrophy Canada. 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.

@MuscularDystrophyCA

- 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.



- 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.

@md\_canada

- 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

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.



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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 Muscular Dystrophy Canada.



## 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.

