



Fundraising Tips for Social Media

Helpful Tips:

- ◇ Add your personal web link to EVERY message so your friends can easily access your page to donate or register.
- ◇ Thank each of your friends on their pages. You never know who else is going to read their page and possibly donate to you.
- ◇ Have fun and make it personal.
- ◇ If you have teammates on Facebook or Twitter, post comments that help create some healthy competition.
- ◇ Make your language specific to yield better results.

Join My Team Messaging

Helpful Tip: Post these easy message examples on your friend's walls or use as a status update

1. I'm in the Fresno AIDS Walk! Join my team today at (insert team link)
2. Be part of the Fresno AIDS Walk! Join my team today at (insert team link)
3. Show me how you MOVE! Join my team and the 2017 Fresno AIDS Walk. (insert link)
4. Who's ready to join the Fresno AIDS Walk for a great cause? Join my team at (insert team link)
5. Take Action! I need five people to join my Walk team today. Visit (insert link)
6. Walk with me to the finish line! (insert team link)

Follow up your status messaging with these examples:

1. (Insert friend's name) just joined my team! I'm still looking for 4 more cool people.
2. I'm participating in the Walk on October 21st. Join my team! (insert link)
3. (Insert name) is walking with me on October 21st! Join us at (insert link)

Fundraising Messaging

Helpful Tip: Post as a status and change your status message regularly

1. Support me as I walk for the Fresno AIDS Walk! Please donate to my fundraising efforts. (insert web link)
2. Your donation can help those affected by HIV/AIDS. Support me as I walk for the Fresno AIDS Walk. (insert personal link)
3. Your donation makes a big difference! Please support me as I walk for this important cause. (insert personal link)
4. Support me as I walk in the Fresno AIDS Walk! All of the cool kids are doing it: (insert personal link)



5. I want to fundraise (X dollar amount) to reach my fundraising goal. Donate (X specific dollar amount) to me today to make a difference! (Insert personal link)

Follow up your fundraising status messages with these:

1. Thank you (insert donor's name) for helping those affected by HIV/AIDS. You can continue to support my fundraising efforts at (insert personal link)
2. I'm working to raise (X total dollar amount) for people affected by HIV/AIDS. Will you help me? Donate today at (Insert personal link)
3. (Insert donor's name) just made a donation to help my fundraising efforts. Will you donate too? (Insert personal link)

Thank You Messaging

Helpful Tip: Post on your friend's walls as soon as they donate. Send them an e-mail to thank them

1. I made it to my fundraising goal! Thank you (insert donor's name) for your support as I walk for the Fresno AIDS Walk. (insert personal link)
2. Thank you (insert donor's name) for supporting the Fresno AIDS Walk. Your gift makes a big difference! (insert personal link)
3. Thank you (insert donor's name) for your support of my fundraising efforts. Together, we can help families affected by HIV/AIDS. (insert personal link)
4. Thank you (insert donor's name) for your donation to the Fresno AIDS Walk. You have helped to bring me closer to my personal goal of \$__ and to making a difference in the fight against HIV/AIDS! (link)

Action/Awareness Messages

1. HIV/AIDS has affected my life and I'm taking action to stop it. Join my efforts by participating in the Fresno Aids Walk.
2. Register to help fight HIV/AIDS. It's time to put your foot down!
3. Register for the Fresno AIDS Walk and help The Living Room provide HIV/AIDS support services.

Don't forget to use hashtags!

The official hashtag for the Fresno AIDS Walk is #FresnoAIDSWalk

Follow the Fresno AIDS Walk on Social Media!

Facebook: [The 2017 Fresno AIDS Walk](#)

[The Living Room - Fresno](#)

Twitter: [The 2017 Fresno AIDS Walk](#)

Instagram: [The 2017 Fresno AIDS Walk](#)