

## WALK FUNDRAISING & SOCIAL MEDIA TIPS

UTILIZE THESE TIPS TO MAXIMIZE YOUR FUNDRAISING EFFORTS  
AND TO HELP YOU REACH (AND EXCEED) YOUR GOAL!

Use **#HnHWalk16** and **#HopeandHeroes** when sharing on social media!

### SHARE YOUR STORY.

- Once you register, be sure to personalize your story and connection to Hope & Heroes. Sharing your story will help to compel others to donate to a cause that you are invested in.

### ALWAYS INCLUDE THE LINK TO YOUR PERSONAL FUNDRAISING PAGE.

- When reaching out to family and friends for support, it is important to share a direct link to your personal fundraising page. Include your link in every email and post to ensure that supporters can easily click on a post and quickly donate.

### BE CREATIVE WITH YOUR POSTS.

- Be mindful of over-posting the same message. Mix up your posts and create unique messaging to keep your donors engaged. Instead of posting a message requesting donations each day or week, share photos and other information about WHY you are so passionate about helping to raise awareness and funds on behalf of Hope & Heroes.
- Follow the Hope & Heroes social media page (which can be found on our website: [www.HopeandHeroesWalk.org](http://www.HopeandHeroesWalk.org)) and share posts so that your peers can get to know more about Hope & Heroes.

### HIGHLIGHT MILESTONES.

- Keep your supporters up to date with your progress! Post when you have hit a weekly or monthly goal, and most important, when you have achieved your goal! Your supporters will appreciate knowing that they played a role in your success!
- If you are falling behind your goals, ask your peers for help. For example, post updates such as "I am \$100 from my monthly goal, please consider making a gift of any size to help me surpass my goal this month to support Hope & Heroes!"
- Most importantly, remember to thank your supporters for their contributions!

### REMEMBER – NOT EVERYONE IS ON SOCIAL MEDIA.

- Social Media is a wonderful way to instantly connect with your peers to ask for support, but remember that not everyone uses it. The tips provided above apply to offline fundraising. Copy and paste the messaging and photos that you use online, and send via email to those who are on social media. Send text messages with a direct link to your personal fundraising page. And pick up the phone!
- Your supporters will love hearing from you and the personal ask that they receive. The important message is that ANY size donation makes an impact!

### REACH OUT TO THE HOPE & HEROES WALK TEAM FOR ASSISTANCE.

Call us at 1-855-HnH-Walk (1-855-464-9255) or email us at [Info@HopeandHeroesWalk.org](mailto:Info@HopeandHeroesWalk.org)