

ANNUAL WALK SOCIAL MEDIA TIPS

MAXIMIZE YOUR FUNDRAISING EFFORTS AND REACH YOUR GOAL!

SPREAD THE WORD

- ✓ Be sure to create your Personal Fundraising Page. Make it more compelling by adding pictures or video.
- ✓ Always include a direct link to your Personal Fundraising Page when sending emails and posting to social media.
- ✓ Facebook, Twitter, Google+, and Instagram are great tools that can help spread your message even further.

Tip: Include your personal page link in your email signature.

When sharing on social media, use the following official hashtags:
#HopeandHeroesWalk #HnHWalk17 #HopeandHeroes

SAMPLE TWITTER POSTS

1. Our Annual Walk is just around the corner. Join us and help fight [#childhoodcancer](#)! Learn more: HopeandHeroesWalk.org. [#HnHWalk2017](#)
2. Walk with us to end [#childhoodcancer](#) & [#blooddisorders](#) on May 21st in NYC. Registration is FREE, so sign up today! [#HopeandHeroesWalk](#)

** Twitter allows for only 140 characters, including links. Be sure to keep your tweets concise yet interesting.*

SAMPLE FACEBOOK POSTS

1. Join my team and walk with us in the 8th Annual Hope & Heroes Walk. All participants who raise at least \$100 by May 21 will receive an official event T-shirt. Sign up! (include [link](#) to your personal page).
2. What can \$100 do for patients? Support integrative therapy sessions to ease the side effects from treatment. All donations—no matter how big or small—help us in the fight to [#endchildhoodcancer](#). Learn more: (include [link](#) to your personal page).

**Add photos to your Facebook posts to generate more attention.*

TIP: Don't Do The Work Twice!

Turn tweets and posts into emails, texts, and letters.
Use text messages to send photos or a direct link to your personal page.

KEEP EVERYONE ENGAGED

- ✓ Keep your supporters up to date with your progress! Post when you have hit a "milestone" goal. They will appreciate knowing that they played a role in your success!
- ✓ If you are falling behind your goals, ask 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 to support Hope & Heroes!"
- ✓ Always remember to thank your supporters for their contributions. Doing so on social media makes them feel good and encourages others to donate too!

BE CREATIVE

- ✓ Don't send the same message repeatedly. Mix things up!
- ✓ Nothing compels people to donate more than photos or images. Use them to let people "see" why you are so passionate about supporting the Walk.
- ✓ Up until the day of the walk, continue to share your connection to Hope & Heroes. The more your supporters know, the more they will want to help you!
- ✓ Be sure to tag donors in your posts. Your network will notice and will be inspired to donate as well!

Tip: Follow Hope & Heroes social media channels and share our posts. It's an easy way to help your supporters learn about us.

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.