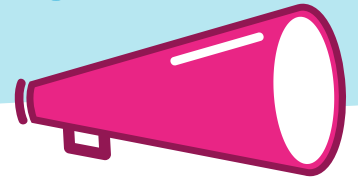


5 easy ways to fundraise on social media



1

Status updates

This is the easiest way to promote your fundraising on social media! However, don't just post the link to your fundraising page; make sure you include information in your status about how your training is going, what milestone you've reached in fundraising or how close you are to your fundraising target! Make sure you're consistent and constant. If you only post one status people who would be happy to donate might not see it, so make sure so there's no way your friends don't know you're fundraising!

2

Include photos and videos

Make sure to share plenty of pictures updating your followers of your fundraising and running achievements. Made it to 6 miles in under an hour? Celebrate with a selfie! Feeling a bit creative? Try making a short video about the challenge and why you're raising money for Lucy AAC! Videos are one of the most engaging ways to talk to your followers on social media, and will be sure to drum up some interest in the amazing challenge you're taking part in.

3

Ask your friends

You may feel awkward at first but don't be afraid to ask people individually for donations on Facebook Messenger. People are far less likely to turn down making a donation if they're asked personally. Also, don't be afraid to ask your friends to share your Just Giving page on their profiles so it reaches their networks as well! Most people will be happy to let you take over their status at least once.

4

Create an event

If you're nervous about posting updates to your whole social network, create a Facebook event to add your family and friends to! This way you can ensure it's just them seeing your updates, and it means you'll have a smaller but hopefully more engaged audience (meaning you're more likely to get donations).

5

Say thank you

When someone donates to your page thank them publicly on your social media. Even better; include the link to your Just Giving page so others who have been inspired by your friend's generosity can donate as well.



Always carry out a health and safety check prior to your fundraising