

HOW TO FUNDRAISE ON SOCIAL MEDIA



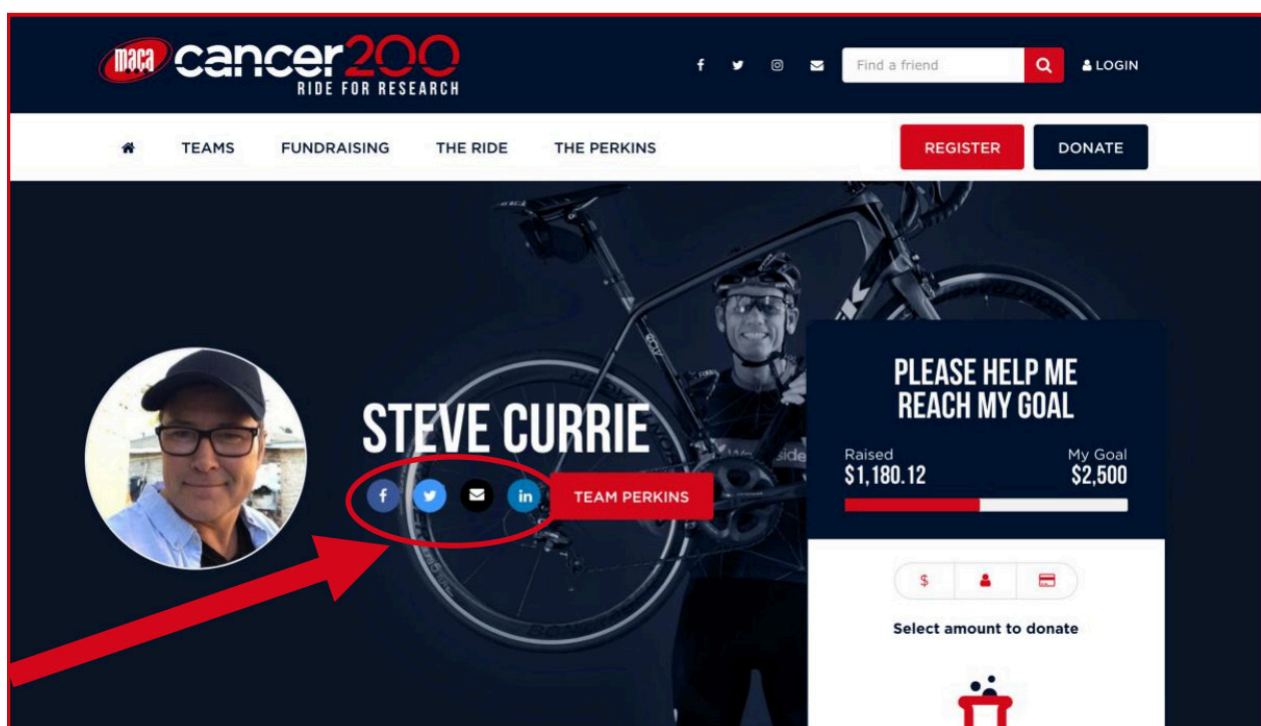
Social media is a great start for your fundraising journey, and allows you to easily communicate with a number of people that can help you to reach your fundraising goal.

Important Note:

Please do not use Facebook's 'Add a Donate Button'! This will process the donation through Facebook and it won't appear on your MACA Cancer 200 profile. We will not be able to add this donation to your Fundraising page.

STEP 1 - VISIT YOUR FUNDRAISING PAGE

The first step to sharing your page is visiting your fundraising page on the **MACA Cancer 200 website**. No need to log in – everything you need to get started is just under your name.



STEP 2 - CHOOSE A PLATFORM

The next step is choosing which social media platforms you would like to fundraise on! In order to do this, you will need an active account on Facebook, Twitter or LinkedIn. Choose which one you would like to share to first and click the corresponding icon.



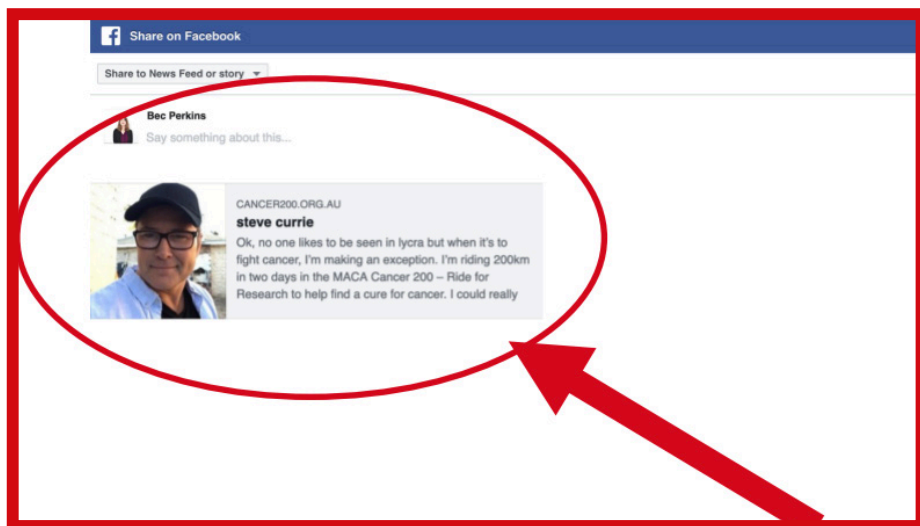
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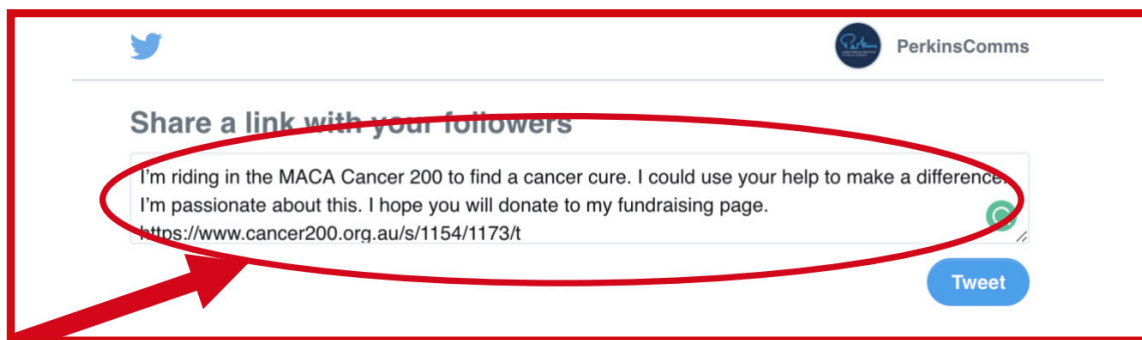
STEP 3 - WRITE A MESSAGE

Once you have clicked the social media icon of your choice, you will be taken to the platform (you may need to log in to the platform if you haven't already.)

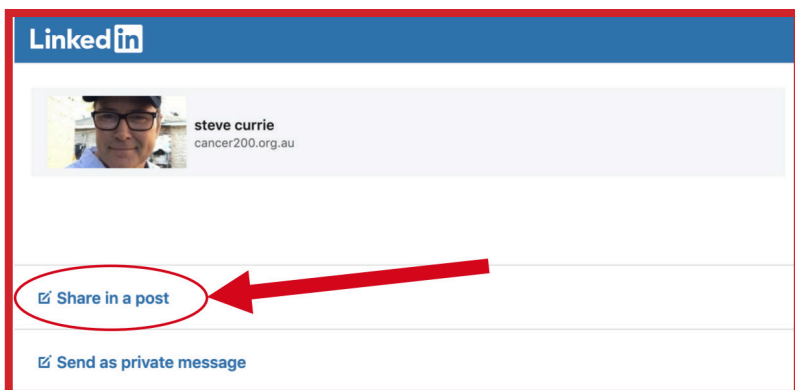
If you want to share your fundraising page on Facebook, click the icon to take you through to a page that looks like this:



If you want to fundraise on Twitter, click the icon to take you through to a page that looks like this:



And finally, if you want to fundraise on LinkedIn, click the icon to take you through to a page that looks like this:



You can edit and personalise your message to accompany the link to your page on each platform.

On Facebook, you simply need to click 'write something about this...' above the link and begin typing.

On Twitter, you can edit the text in the rectangular box – just remember the 280 character limit!

On LinkedIn, click 'share in a post' and begin typing in the 'what do you want to talk about?' section.

When it comes to writing your message, you may want to include details such as:

- What the MACA Cancer 200 is
- Why you're fundraising for the MACA Cancer 200
- What the Perkins does and why fundraising is so important - you can get details [here](#)
- What your fundraising goal is
- A request for your friends/followers to like or share your post (so more people can see it)

Here are some example messages for each platform:

Facebook/LinkedIn:

"Hi everyone, this October I will be riding in the @MACA Cancer 200, a 200km cycling event to raise funds for vital medical at the @Harry Perkins Institute of Medical Research. I've raised (insert amount) so far, but I need (insert amount here) to reach my fundraising goal. Would you consider making a donation of (insert amount here) to help me reach my goal? Every single dollar can help researchers get one step closer to curing cancer – once and for all. Please feel free to share this post and encourage your own friends to help me fight cancer. Thanks in advance for your generosity!"

Twitter:

"I'm riding in the MACA Cancer 200 and could use your help to make a difference. I'm passionate about this. I hope you will donate to my fundraising page. (Insert fundraising page link)"

STEP 4 - POST IT

Now that your post is drafted and ready to go, all you need to do is click 'post' or 'tweet'!

STEP 5 - FOLLOW UP

With your first post successfully shared, it's a great idea to follow up after a while in case any of your friends didn't see the post. You can do this by updating users on how much you have fundraised since you last posted, and how much more you need to reach your goal.

HINTS & TIPS

- **Give people a suggestion on how much to donate** – those who list a specific donation amount raise on average 184% more than those who ask generally.
- **Tell your friends why you're passionate about taking part in the MACA Cancer 200.** It can really help to boost your donations – those who do tell people why they're fundraising raise 121% more donations than those who don't.
- **Explain what the money people donate will do and how it will help** – at the Perkins, all funds raised from the MACA Cancer 200 go directly to supporting cancer researchers.
- **Make sure to update and thank those that have donated!** People love seeing how a fundraising campaign they have donated to is progressing, and appreciate the gratitude for their contribution.

Tag the Perkins on social media so your friends and followers can click through and learn more about us.

On LinkedIn and Facebook, all you need to do is type **@Harry Perkins Institute of Medical Research** and select the Perkins page in the box that pops up below.

On Twitter, just type **@PerkinsComms** and select the name from the pop-up box below.

On Facebook, you can also tag the MACA Cancer 200 page at **@MACACancer200** in your post.

GOOD LUCK WITH YOUR FUNDRAISING!