

# Social Media Tips and Tricks

## SOCIAL FUNDRAISING

**Share:** Always link your fundraising page URL within your actual post, in the comments, your story or your bio. You can even send personal messages to recruit team members or ask for donations.

**Care:** Create a personalized thank you every time you get a donation. This can be a personal message, feed post or story post.

## AUTHENTIC VOICE

Write posts in **your authentic voice**. Leverage our brand messaging when you want to share facts about our mission, but your connections want to hear from **you**.



## CONNECT YOUR ASK TO A RELEVANT/PERSONAL AMOUNT

- I need eight donors to help me celebrate my eighth cancer anniversary.
- Donate \$26.20 and I'll write your name on my marathon bib!
- Donate \$42 in honor of my 42nd birthday.

## BEST PRACTICES

- Tag [@wishesandiego](#) and [@makeawishamerica](#) often.
- Tell your "why" for supporting wish kids. This can be in a video or any kind of post. Speak from the heart.
- Share our posts and photos. By reposting our content, your followers can learn more about our mission as well as why their donation is so important.
- Post updates about your funds raised. Use thermometers to show goal progress and build momentum.
- Use a variety of social media post types. From stories to going live, there are lots of ways to **have fun** while raising funds.

