

How to fundraise on social media

Looking for a simple way to get some donations rolling through? Look no further than social media! Whether you're a social media superstar or slightly technologically-challenged (you're not alone), you've come to the right place.

Important Note:

If you plan on posting to Facebook, please don't click on Facebook's 'Add a Donate Button'! This will process the donation through Facebook, which means any donations received won't make their way to your fundraising total.

Step 1 Visit your fundraising page

The very first thing you need to do is visit the Walk for Women's Cancer website get to your fundraising page – you can do this by logging in to your dashboard and clicking the 'view' button next to your fundraising page URL, or by searching your name in the top right-hand corner and clicking on your profile.

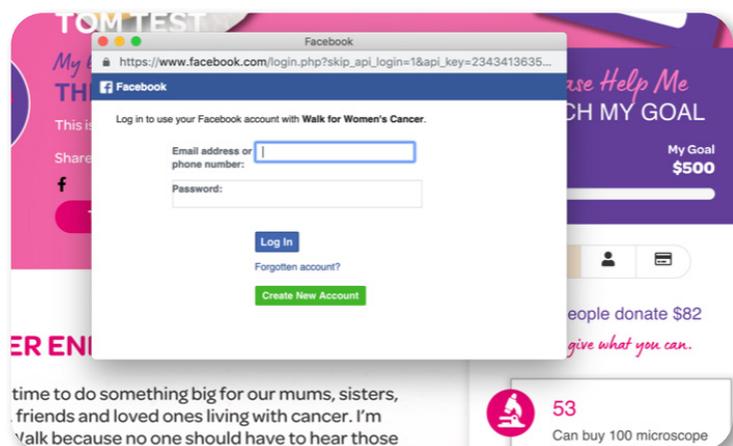
Step 2 Choose where you would like to share

Once you're on your fundraising page, you will see some social media icons under the number of years you've walked. These icons will let you post to Facebook, Twitter or LinkedIn, or prepare an email that you can send to your friends and family. Click on the social media icon that you'd like to share your fundraising page to.



Step 3 Sign into your social media account

A pop-up box will appear. The box will ask you to log in to your social media account if you aren't currently logged in on your computer. Please use the pop-up box to enter your login details.

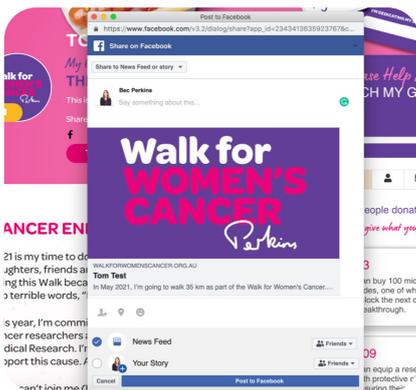


If you are already logged into your chosen social media account, please proceed to Step 4!

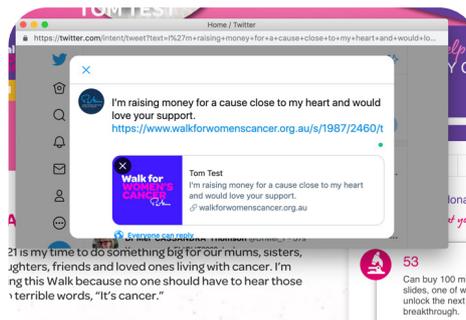
Step 4 Write a message

On your screen, there should be a pop-up box, each will vary based on what platform you are posting on.

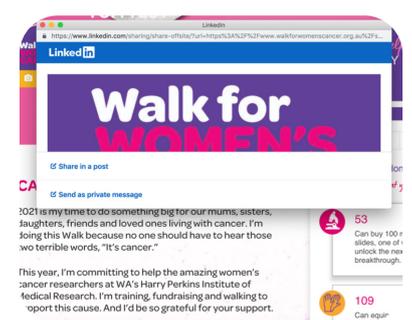
If you're posting to Facebook, it will look like this:



If you're posting to Twitter, it will look like this:



If you're posting to LinkedIn, it will look like this:



To share your fundraising page on social media, you will need to add a message in the text box. To help you get started, here are some examples we've prepared for you:

Facebook/LinkedIn:

"I'm doing something important this year, and I need your help! In May, I'm lacing up my walking shoes and walking 35kms as part of the Walk for Women's Cancer. Why am I doing this? To raise much needed funds for women's cancer research right here in WA at the Harry Perkins Institute of Medical Research.

Too many women are touched by cancer, and enough is enough. I'd love it if you could support my walk, and help make a difference for mothers, daughters, sisters, grandmothers, cousins, friends and loved ones everywhere. If you would like to give to my fundraising page (THANK YOU!), please visit the link below."

Twitter

"I'm walking 35kms in the Walk For Women's Cancer this May, and could use your help to make a difference for women's cancer research. Please donate to my fundraising page today" (Insert fundraising page link)

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

- What the Walk For Women's Cancer is
- Why you're fundraising for the Walk For Women's Cancer
- 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)

Step 5 Post away!

Once you're happy with your post (make sure you give it one last read!), all you need to do is click 'post' or 'tweet'!

Step 6 Follow up later

With your first post successfully shared, keep an eye on your notifications to see if any of your friends or family add a comment or have any questions. After a few weeks, it's a good idea to follow up with another post – just in case anyone didn't see your post or simply forgot! In your next post, you may want to share how much you've fundraised so far and how many more donations 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 Walk for Women's Cancer. 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 Walk for Women's Cancer 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 Walk for Women's Cancer page at **@PerkinsWalkForWomensCancer** in your post.

And don't forget to use the official Walk hashtags - **#PerkinsWalk2021**, **#CancerStopsWithMe** and **#WhyIWalkPerth**

Good luck with your fundraising!