

## 4 Easy Steps to Use Social Media to Reach Your Fundraising Goals

Engaging your social network is a fun and easy way to fundraise for AIDS Walk Wisconsin & 5K Run. We want to provide you with the tools to make your fundraising efforts a success!

Important Note: DO NOT use Facebook's built-in Fundraiser feature. This feature does not allow you to link directly to your fundraiser page, and gifts will not be counted towards your fundraising goal.

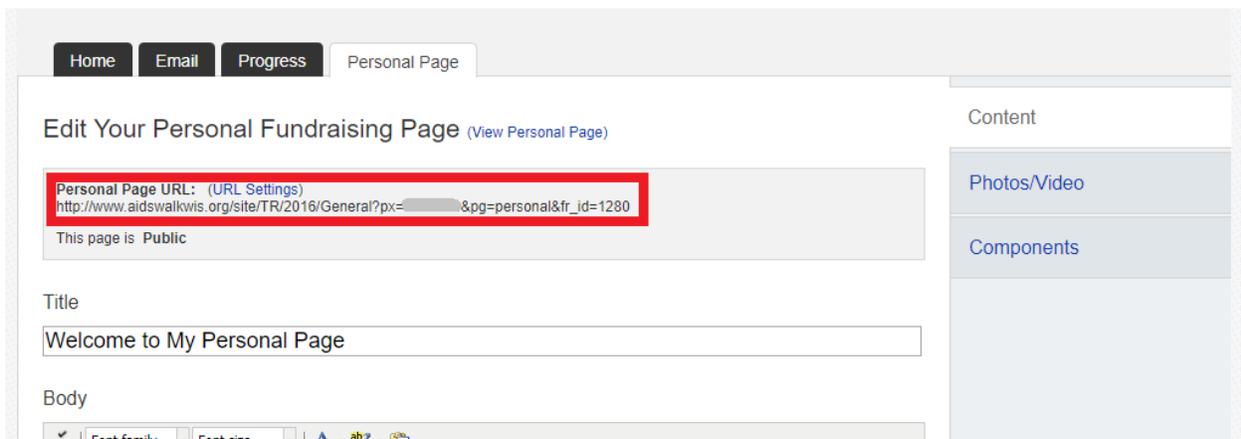
### 1. Set a goal

If you haven't already, set a fundraising goal. This will keep you motivated and allow you to track your efforts.

### 2. Copy the link to your Personal Fundraising Page

Provide your donors with the link to your Personal Fundraising Page so their pledges can be attributed to you and your efforts.

The URL for your Personal Fundraising Page can be found in the Participant Center, under the Personal Page tab.



If you are unable to share the link, you can always share our donate page ([http://www.aidswalkwis.org/site/TR/Events/General?fr\\_id=1280&pg=pfind](http://www.aidswalkwis.org/site/TR/Events/General?fr_id=1280&pg=pfind)). Your donors will be able to search for your name there.

### **3. Send personal asks**

Reaching out directly to your close friends and family via Private/Direct Message is a great way to make progress toward your goal. Reach out to five contacts you feel comfortable making a direct ask to.

Here is a sample message to send to a close friend or family member (please feel free to personalize this message how you see fit. Remember to insert your goal and the link to your fundraising page):

Hi, I'm participating in the AIDS Walk Wisconsin 2019 & 5K Run on Saturday, October 5. I'm trying to reach my goal of raising [insert goal amount] to support HIV prevention, care and treatment services in Wisconsin. Will you help?

A gift of \$25 would help me reach my goal. Please click the link below to donate to my fundraiser. [insert link to personal fundraising page]

### **4. Post on your timeline**

You never know who will step up and support your fundraising efforts in response to a single Facebook post. Former classmates, coworkers and acquaintances may be motivated to support the fight against AIDS, but they simply don't know where to give. By making a call to action to all of your friends/followers, you can rally your network around a single effort. Make multiple posts in the months and weeks leading up to October 5.

Here are two sample posts for Facebook or Twitter (please feel free to personalize these messages how you see fit. Remember to insert your goal and the link to your fundraising page):

I'm joining the fight against AIDS! Help me raise [insert goal amount] to support HIV prevention, care and treatment services in Wisconsin. Visit my fundraising page to donate. Every gift helps! [insert URL to personal fundraising page]

AIDS Walk Wisconsin & 5K Run is turning 30! Help me celebrate this anniversary by raising [insert goal amount] to support HIV prevention, care and treatment services in Wisconsin. Visit my fundraising page to donate. [insert URL to personal fundraising page]

**Thank you for making AIDS Walk Wisconsin & 5K Run such a success!**