

HOW TO FUNDRAISE ON SOCIAL MEDIA

hawaiian 
WOMEN'S CANCER
CHALLENGE Perkins

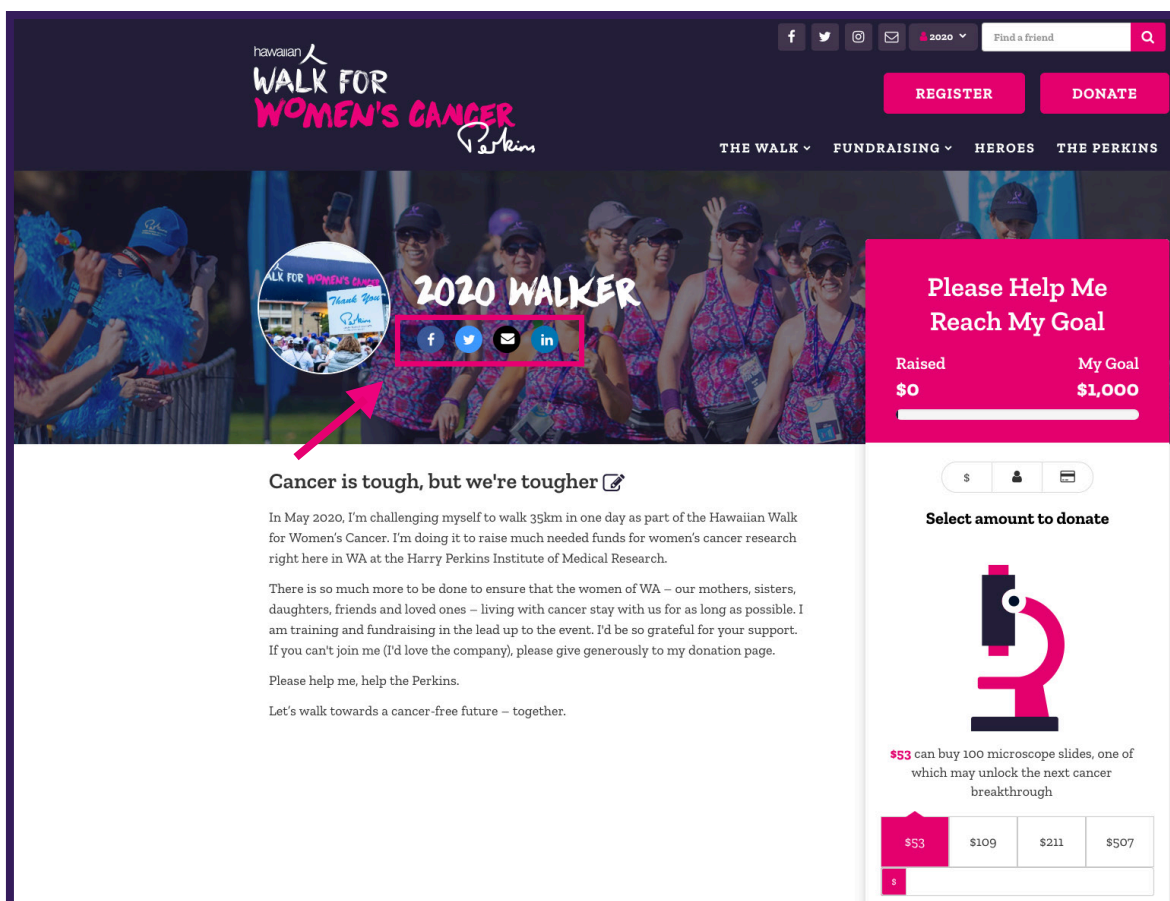
Social media is a great start for your fundraising journey, and allows you to easily communicate with a number of people that can help you to reach your fundraising goal.

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 Walk for Women's Cancer 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 **Walk For Women's Cancer website**. No need to log in – everything you need to get started is just under your name.



The screenshot shows the fundraising page for a '2020 WALKER'. The header includes the 'hawaiian WALK FOR WOMEN'S CANCER Perkins' logo, social media icons, a year selector set to '2020', a search bar, and 'REGISTER' and 'DONATE' buttons. Navigation links for 'THE WALK', 'FUNDRAISING', 'HEROES', and 'THE PERKINS' are also present. The main banner features a group of walkers with a '2020 WALKER' badge and social media icons. A pink box highlights the social media icons. Below the banner, the text reads: 'Cancer is tough, but we're tougher'. The fundraising details show 'Raised \$0' and 'My Goal \$1,000'. A 'Select amount to donate' section includes a microscope icon and a note that '\$53 can buy 100 microscope slides, one of which may unlock the next cancer breakthrough'. Donation buttons for '\$53', '\$109', '\$211', and '\$507' are visible.

STEP 2 CHOOSE YOUR 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.



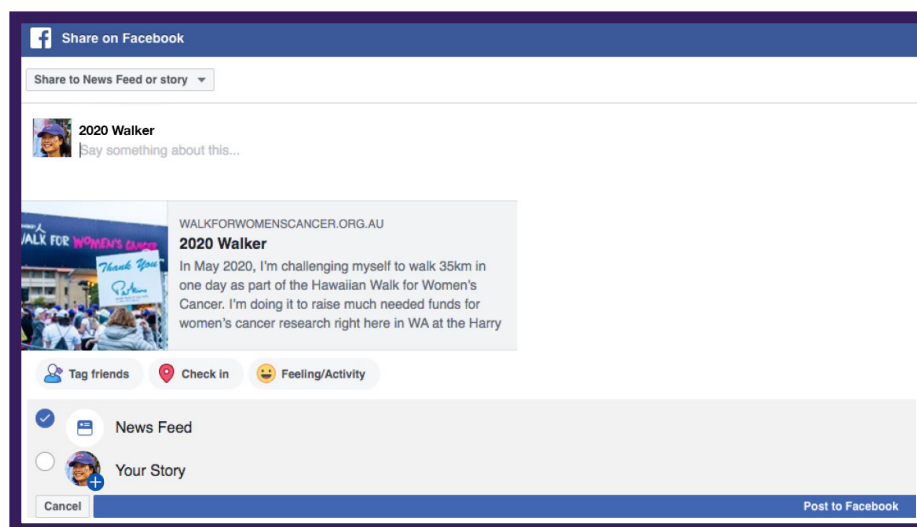
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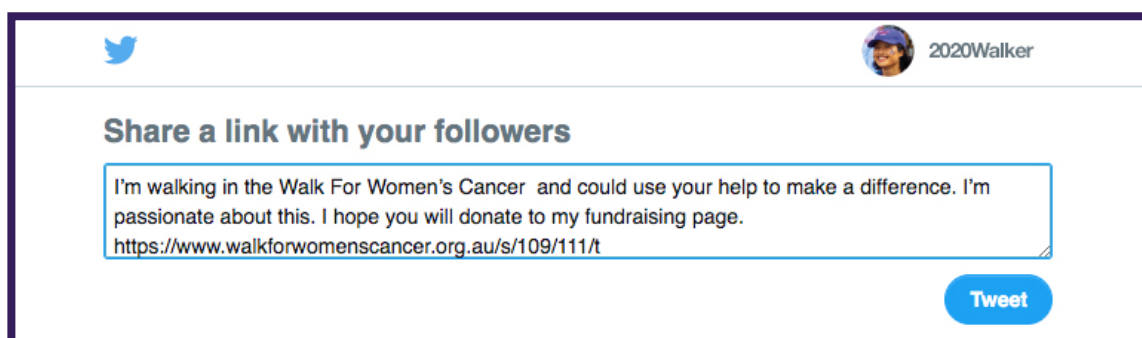
STEP 3 WRITE A MESSAGE

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.)

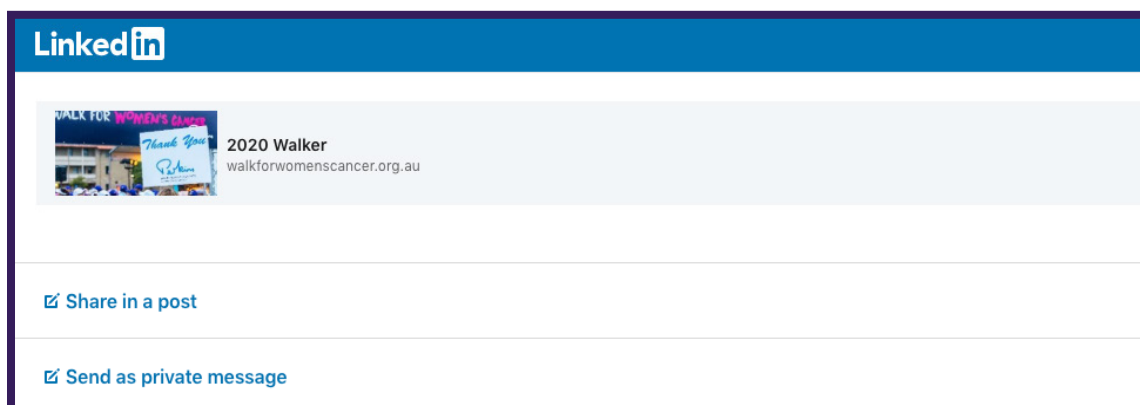
If you want to share your fundraising page on Facebook, click the icon to take you through to a page that looks like this:



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:



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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 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)

Here are some example messages for each platform:

Facebook/LinkedIn:

"Cancer is tough, but we're tougher,

In May 2020, I'm challenging myself to walk 35km in one day as part of the Hawaiian Walk for Women's Cancer. I'm doing it to raise much needed funds for women's cancer research right here in WA at the Harry Perkins Institute of Medical Research.

There is so much more to be done to ensure that the women of WA – our mothers, sisters, daughters, friends and loved ones – living with cancer stay with us for as long as possible. I am training and fundraising in the lead up to the event. I'd be so grateful for your support. If you can't join me (I'd love the company), please give generously to my donation page.

Twitter:

I'm walking in the Walk For Women's Cancer 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)

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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 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 **@HawaiianWalkForWomensCancer** in your post.

GOOD LUCK WITH YOUR FUNDRAISING!