

**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:

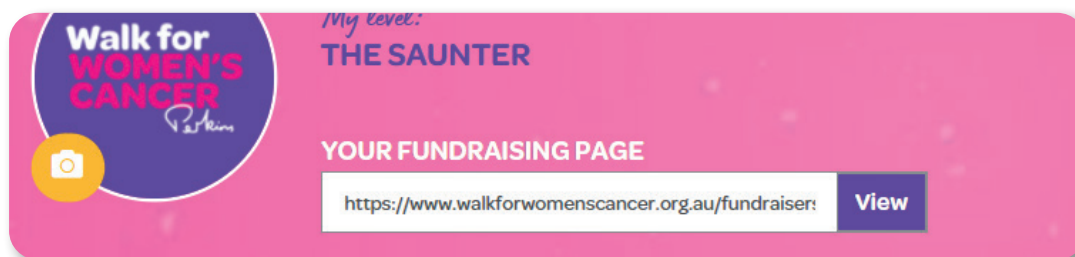
While the New Town Toyota Walk for Women's Cancer is only on Facebook and Instagram, you can still share your fundraising page wherever you, or your networks are active! Just remember to tag us on Facebook and Instagram if that's where you are posting!

## Step 1 Visit your fundraising page

The very first thing you need to do is visit the New Town Toyota Walk for Women's Cancer website to 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 Locate your fundraising link

Once you're on your fundraising dashboard page, you will see your fundraising page link which you can copy and paste into all of your social media posts across Facebook, Twitter and LinkedIn. Sharing to Instagram is a little different, but we'll explain that below.



## Step 3 Choose your platform

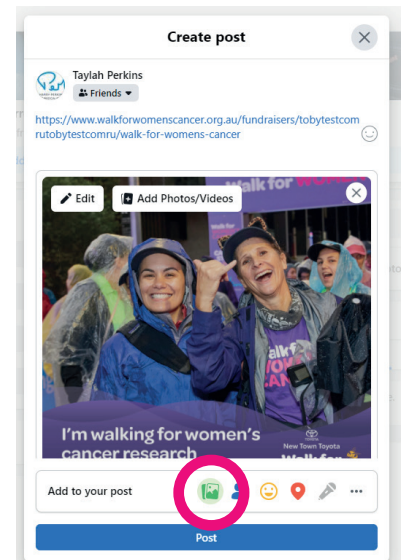
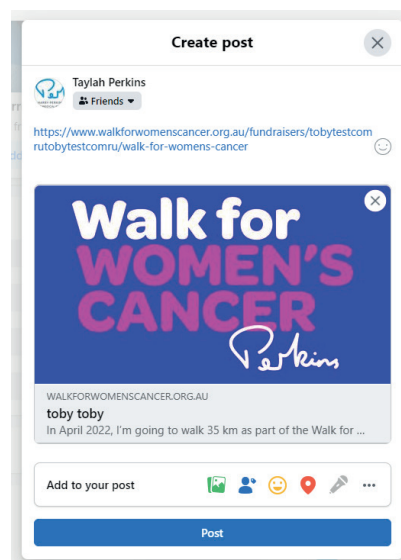
Now that you've located your fundraising link, you'll need to choose where to post it!

### FACEBOOK

Start a brand new status update either from your homepage or your personal wall and paste your fundraising link.

Choose if you would like to keep the automatic pop-up image as in seen in example one, or you can replace this with your own image by clicking the image icon as in example two.

**(We recommend using a personal photo if you can!)**



# How to Fundraise on Social Media

TOYOTA New Town Toyota

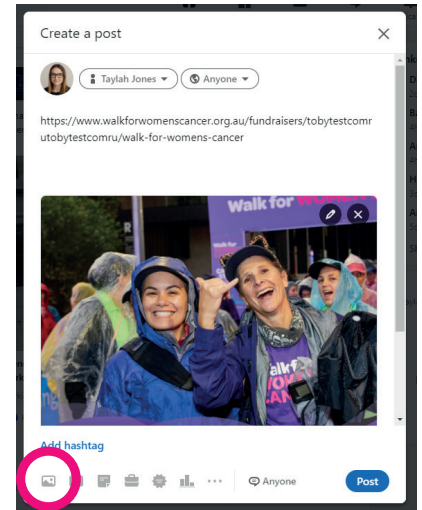
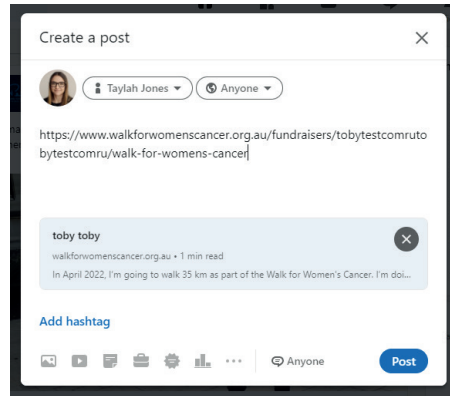
Walk for **WOMEN'S CANCER** 

## LINKEDIN

Start a brand new status update either from your homepage or your personal wall and paste your fundraising link.

Choose if you would like to keep the automatic pop-up image as in seen in example one, or you can replace this with your own image by clicking the image icon as in example two.

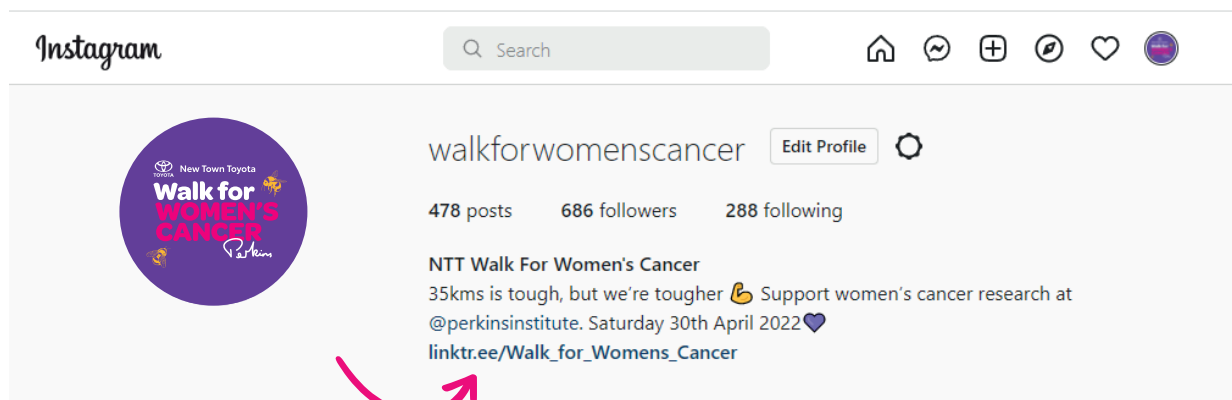
**(We recommend using a personal photo if you can!)**



## INSTAGRAM

Instagram is a little different. You won't be able to share your fundraising link to your posts, but you CAN post it in your profile information as seen below. Create your own post by sharing an image of your choice by clicking the 'plus' button. Combine this with a message that we'll tackle in the next step...

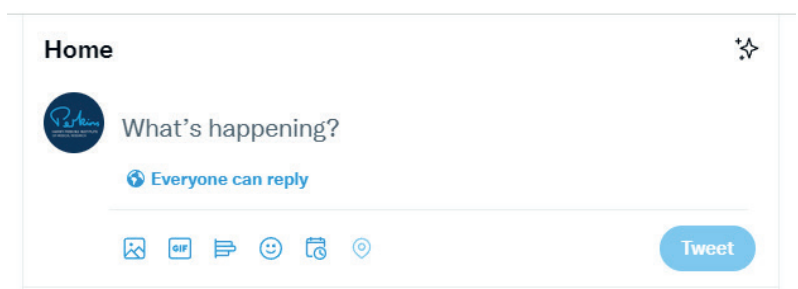
**(For those of you more tech savvy, check out the new 'link' feature that has been added to the story function!)**



## TWITTER

Start a brand new tweet update either from your homepage or your personal wall where it says, 'What's happening. And paste your fundraising link.

Much like Facebook and LinkedIn, you can choose to post with or without a personal image. But you guessed it... **We suggest using a personal photo ,if you can!**



## Step 4 Write a message

Now you'll need a message to accompany your fundraising link. Here are some examples to help get you started, and don't forget to tag us on Facebook and Instagram!



New Town Toyota Walk for Women's Cancer



@walkforwomenscancer

### Facebook/LinkedIn:

"I'm doing something important this year, and I need your help! I'm lacing up my walking shoes and walking 35kms (or 42km!) as part of the New Town Toyota 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."

### Instagram

"I'm doing something important this year, and I need your help! I'm lacing up my walking shoes and walking 35kms (or 42km!) as part of the New Town Toyota 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!), check out the link in my bio!"

### Twitter

"I'm walking 35kms in the New Town Toyota 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 as:

- What the New Town Toyota Walk For Women's Cancer is
- Why you are walking and fundraising
- 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.

If you're using Twitter, type **@PerkinsComms** and select the name from the pop-up box below. On Instagram, type **@PerkinsInstitute** and select the Perkins page that pops up.

And don't forget to use the official Walk hashtags - **#walk4womenscancer** and **#walkwithnewtown**.

*Good luck with your fundraising!*