

# PROMOTE, PROMOTE, PROMOTE!



Once you have your beautiful fundraising page and strategy built, you need to start promoting your campaign so they will come and support!

HERE'S A TIP:

PEOPLE WHO  
SEND EMAILS RAISE  
UP TO 20 TIMES  
MORE.

**Email:** If there's one thing you're going to choose to do, it should be sending emails!

**Email Signature:** A simple way to remind people to donate and expand your network is to add a simple line in your email signature with a link to your fundraising page.

**Email Support:** If your family, friends, or coworkers send an email on your behalf, it can double your donations. Start with your family members, and send them a sample letter to help them get started.

**Text Message:** Sending texts are part of our daily routine. You can easily copy and paste the link to your fundraising page, and send a text to ask for support!

**Snail Mail is Cool:** The old-fashioned letter in the mail works too. With so mail emails flying around, it's fun to receive mail that isn't a bill.

## MOVING AHEAD, LEAVING NO ONE BEHIND

**Social Media:** You can use all social media platforms to promote your fundraiser, but we suggest focusing your efforts on setting up a Facebook fundraiser through your Participant Center, as it's proven to have the best results.

- **Create a Facebook Fundraiser:** Click on the blue Facebook Fundraising box in your Participant Center to connect your Walk fundraising with your Facebook page. You'll be given the opportunity to start the fundraiser any time after you've registered for the AHRC Walk. You must create your Facebook Fundraiser in your Walk Participant Center for donations to be automatically be added to your fundraising total.
- **Promote your Facebook Fundraiser** by sharing or inviting people to your fundraiser to start the donations coming in!
- **Selfies and Videos:** Update your followers on the status of your fundraiser with a personalized photo or message.
- **Use #AHRCWalk and tag @ncahroundation** so people know who the money benefits.
- **Ask your donors to post.** An ask from you goes a long way. It will also encourage their followers to donate.



**Raise more money with Facebook**

Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.

 FUNDRAISE ON FACEBOOK

**MOVING AHEAD, LEAVING NO ONE BEHIND**