

Social Media Guide

One of the best ways to make your fundraiser successful is by sharing it with friends and family on social media. Whether you're hosting an event, managing a fundraiser page, or participating in VRace, sharing what you are doing and why you are doing it will help get others involved. Here are a few "Dos and Don'ts" to help you market your fundraiser successfully through social media.



Do

- Use the Share buttons on your fundraising page
- Tag NBCF in your posts
- Use the hashtag #HelpingWomenNow
- Tag your friends who have donated to say, "thanks"



Don't

- Make duplicate posts on multiple walls
- Send @ replies with duplicate or unsolicited content
- Post any nudity or suggestive images
- Make every post an ask. Share inspiring and positive anecdotes as well

Facebook facebook.com/nationalbreastcancer

- Create a Facebook event and select people to attend. This will be a great way to keep track of people interested in your event and relay any details to the attendees.
- Share your personal fundraising page. Include a link of where your supporters can go to make a donation.
- Relate to others by letting them know why you are fundraising for NBCF.
- Share your story!
- Thank donors by giving them a shout out.
- Tag us and our social media gurus will be sure to share the love in return!

SAMPLE POSTS

"Hey Family and Friends! Please join me in #HelpingWomenNow by supporting me in my fundraiser for NBCF. To donate, please visit my personal page: (www.url.com). Any amount helps!"

"1 in 8 women are diagnosed with breast cancer in their life. I am passionate about helping those women, and I am excited to be hosting a (insert event here) in honor of NBCF. Please join me in #HelpingWomenNow and join today!"

Twitter *twitter.com/nbcf*

- Introduce your fundraiser to your followers; briefly explain why you are #HelpingWomenNow!
- Share a link to your personal fundraising page or a website where they can learn more about your event.
- Tweet before, during, and after your fundraiser. Let your supporters know how your planning is going, how far away you are from your goal, and recap after!
- Remember, include @NBCF and hashtag #HelpingWomenNow in your tweets- this way we can see all your great updates and encourage you too!

SAMPLE TWEETS

“Family and friends: check out my donation page for NBCF:
(URL) I am #HelpingWomenNow!”

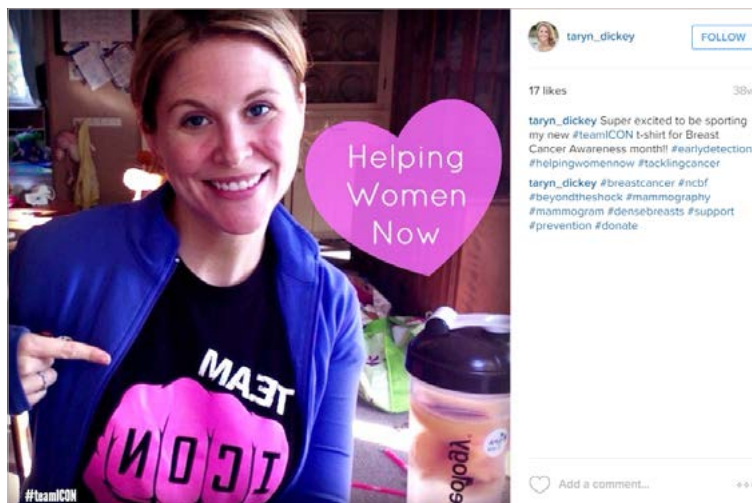
“We are halfway to our goal! Please share and keep the donations going!
Visit (URL) to give and support @NBCF in their mission to help
underserved women.”

“Thank you to @USERNAME for their donation toward my fundraiser for @NBCF.
Every little bit counts and you can too! #HelpingWomenNow Donate at: URL”

Instagram *instagram.com/nbcf*

- Take photos of your fundraiser!
- Capture the memories you create as you carry out your fundraiser! We love to see all the fun and unique ways you are raising awareness and changing the world.
- Feel free to include a link to your fundraising page or event information in your post too!
- Tag us and you just might see your photos on our Instagram feed!

SAMPLE POST



Share by E-Mail

You've Got Mail! E-Mail is a great tool to use throughout the fundraising process. You can reach multiple people quickly and effectively. Your emails should convey why you are fundraising, what you are doing to fundraise, how to donate, and of course - your goal!

SAMPLE E-MAIL

"Hello (insert name here):

1 in 8 women will be diagnosed with breast cancer in their lifetime. This woman could be a mother, daughter, sister, wife, friend, etc. This is where we can make a difference - together we can Help Women Now and save lives! I am fundraising for the [National Breast Cancer Foundation](#) (NBCF), an organization whose mission is to provide help and inspire hope to those affected by breast cancer. I am committed to reaching my goal of (\$XXX.00). Please join me as we become a catalyst for hope and help provide mammograms and support services for women in need. Please visit my fundraising page to learn more and donate today! Any amount helps. ([www.url.com](#))

Thank you for your support!

Share with Us

Are you a Catalyst for Hope with an exceptional story? Send photos and videos of your fundraiser to fundraising@nbcf.org and show us your great work. Tell us about your event and share your story with us. You could even be featured on the [NBCF Blog](#).

