



Maximize Your Impact— Guide to Social Media Fundraising

Whether you are a digital native using Twitter, Snapchat, and Instagram or you just got Facebook today, fundraising on social media can be a bit of a headscratcher for most people. Follow this guide for best practices to increase your fundraising!

Post Where Your People Are With so many social platforms, it's tempting to try them all. The truth is, if you have 5,000 Facebook friends and four followers on Twitter, fundraising through Twitter isn't likely to yield much success. Stick with the platform where the most family, friends, and colleagues will see your posts.

Brand Your Accounts with Take Steps Change your profile picture to you in a Take Steps shirt, at the Walk, at Kickoff, or to the Take Steps logo. Every week or two, post an update on your fundraising progress - be sure to include your Take Steps url at the top of the post. Explain why you are walking - share a patient's story or a research update from the Foundation.

Always Be Tagging! If you post to Facebook or Twitter, everyone who follows you will see it. If you include popular hashtags and tag relevant people or companies, all of the people following those people, companies and hashtags will see it. It's the difference between: I'm fundraising for Take Steps in honor of my mom and her battle against Crohn's disease. Help me reach my goal by donating here PERSONAL LINK. AND I'm fundraising for @crohnscolitistakesteps in honor of my mom Jane Smith (tagged) and her battle against #Crohnsdisease. Help me reach my goal by donating here PERSONAL LINK. #ibd #crohns #WhyITakeSteps

Some suggested hashtags and tags include #crohnsdisease #ibd #crohns #colitis #ulcerativecolitis #TakeSteps @CrohnsColitisFn @crohnscolitistakesteps

Become a Star Anyone with a phone can capture compelling videos with the potential to raise far more money than emails ever could. Can you say "Ice Bucket Challenge?" Utilize technology to share your

story and ask for funds through a more personal medium. Include your fundraising page link in the comments or video title and encourage friends and family to share it too. Lights! Camera! Donations!

Post Shareable Content Adding some interest to your post, utilizing video, sharing a compelling patient story or doing something fun are great ways to encourage friends to share your post. The more people share it, the more people will see it. Don't forget to always include at least a photo, as sharing something visual captures people's attention.

Don't Just Ask, Thank Tagging people or companies in a thank you post is a wonderful way to recognize them for their support and promote their involvement to their social media networks.

Follow these easy tips and you'll be a social media fundraising pro in no time. Follow [@CrohnsColitisFn](#) on Twitter and [@crohnscolitistakesteps](#) on Facebook for content you can share with your own network