



Parent Heart Watch[®]

THE NATIONAL VOICE
PROTECTING YOUTH FROM SUDDEN CARDIAC ARREST

Tips for fundraising success on Facebook

From using hashtags to tagging supporters in your posts, these tips cover the best ways to get your fundraiser seen on Facebook and reach more donors.

1. Make your fundraiser visually appealing

It's important to make sure your fundraiser looks its best before sharing it far and wide. People are drawn to catchy titles and vibrant images, so start by brainstorming a fundraiser title and adding compelling images and videos to your story.

In the description area, tell your story honestly and directly. Your story is the most important piece and connects others to the cause. Make sure it's not too long (people get distracted, often) and share why this cause is so important.

2. Your story is important

Facebook is used to share messages when it comes to your family and friends—they don't necessarily want to see you begging or pleading for money. Instead, try a personal approach by sharing a story that demonstrates why you are passionate about the project, or success stories of the people that you've helped. Talking about your emotions is also a sure-fire way to stand out.

3. Invite engagement with your post

Ask direct questions that invite answers. Facebook users are more likely to act when there is a dose of anxiety involved. Get them talking on your post. The more engagement that a post has, the more people will see it in the algorithms of Facebook. Questions like: Are you CPR certified? Would you use an AED to save a life?

4. Share with your inner circle first

Acquaintances are much more likely to donate if they see that you've already received donations from other people. That's why it's important to first share your fundraiser with family and close friends before sharing it with everyone else you know on Facebook. Once you've gained some momentum, you can start sharing your fundraiser with everyone. Also, don't be afraid to INVITE people to donate to your cause.

5. Write your first post

To start off, you'll need at least one post on your page so people can get an overview of your cause and understand why it means so much to you.

Much of your fundraiser's success will depend on frequently posting, sharing, and connecting with others on social media. Your Facebook posts and updates will get your audience's attention, give them something to share with their own friends, and inspire them to donate.

6. Add your fundraiser link to all posts

Simply copy and paste the link to your fundraiser in the status box. When people click the link in your post, they'll be taken directly to your fundraiser. Share it often. If the fundraiser is a week-long event, you should share it every day. Change the post each time so that people are aware that it's a new post.

7. Write captivating posts every time

Spend some time making your posts as interesting and compelling as you can. Hook people with the first sentence, or even the first couple of words. Write posts that capture the attention of friends, acquaintances, and even strangers. Inspire people to visit your fundraiser and donate to your cause.

8. Use a unique hashtag

If your fundraiser is connected to a larger national movement, such as Parent Heart Watch, add the same hashtags associated with that larger conversation to your post. This will make your post appear in feeds that people monitor for related news. Hashtags are vitally important for Facebook and help people find you! Use hashtags like #Callpushshock #Getchargedup #Preventionpromise

9. Thank donors by tagging them

A powerful way to thank and recognize donors is to tag them in your Facebook posts. Not only will they feel special, but this can lead to increased donor retention. Their friends might see your fundraiser this way, and you'll reach a whole new audience of potential donors. Make sure to always thank donors equally and often.

10. Post updates frequently

People love to know what's going on with a cause they've donated to, so don't be shy about posting fundraiser updates multiple times a week. Posting regularly about your cause and why it means so much

to you will remind friends that you're committed to reaching your goal. Provide updates about your fundraising journey, including both progress and setbacks.

11. Challenge your community to donate

Asking for donations on Facebook can be as simple as creating a giving challenge. To start, write a post that compares a donation to a small daily purchase. For instance, challenge friends to skip their afternoon latte for one day and instead donate that money to your fundraiser.

12. Always ask your friends to share as well as donate

If you can get 10 friends to share your fundraiser it could reach thousands more people. Your ask should ALWAYS include the request to share the fundraiser.