

How to Advertise your Fundraising

Facebook, Twitter, Email and Direct Mail

By 2015 Justgiving expect that 50% of all donations received through their online giving website will come from Facebook. Facebook is good for storytelling and starting a conversation.

The Facebook logo, consisting of the word "facebook" in a bold, blue, lowercase sans-serif font, with a registered trademark symbol (®) to the upper right.

Here's our handy 8 step guide for making Facebook work for you:

- 1** Copy and paste the link of your online fundraising page directly to your status, alternatively you can now 'Share' directly from Virgin Money Giving and JustGiving after creating your page. Ask your friends to support you and share the link.
- 2** Re-post your fundraising link within statuses regularly – e.g. **'Training was hard work today, why not give me a boost by donating!'**
- 3** When people donate thank them on Facebook through a post on their wall, a private message or naming them in your status. People want to feel that their contribution is valuable – so show them you're grateful.
- 4** Pictures and videos are the most viewed content on Facebook, so why not take pictures of you training for your event, do a video blog about your challenge or share a picture of you with your TSA fundraising t-shirt on with a link to your donation page. By posting content that will be 'liked' or commented on by friends and family you will keep your appeal in the News Feed.
- 5** If you don't have videos of your own, why not find relevant videos on YouTube and share them. Most fundraising events have promotional videos that you can repost.
- 6** Personal stories help your friends and family understand why you have chosen to raise funds for the TSA. The more you can use Facebook to tell that story, the more people will feel compelled to donate.
- 7** Help to quantify your fundraising for your friends and family **'if all of my 200 friends gave just £5 each we could raise £1000 for charity'**
- 8** Why not post on to a company's Facebook wall asking for a donation for a raffle? Most companies now employ someone to work full time on social media, so you'll get a quick public response. Remember, if they do help thank them by sharing their Facebook page and generous gift.



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Twitter

Twitter is a powerful news platform where people deliver short messages that show on a chronological news feed. Twitter allows you to contact and reach a huge national and international audience so you never know who will find and support you! How can you use Twitter to enhance your fundraising?



Here are our 5 top tips for using Twitter:

- 1** Tweet a link to our website – remember to use a URL shortener such as Google (<http://goo.gl/>) so it doesn't take up too much space.
- 2** People search for information by categories, in the world of Twitter categories of conversation are hash tagged. Therefore use as many generic # as possible e.g. #charity #challenge #appeal If you're participating in an organised event, make sure you use the official hash tag or use the username e.g. **'Training hard today #London #Marathon @londonmarathon'** they may retweet to all of their followers.
- 3** Think what time you're sending the tweet. Most people read Twitter on their way to and from work and at lunchtime, so send your tweet at the most popular time to reach the widest audience.
- 4** Share any blogs, pictures, articles about TSC and always include your fundraising page link.
- 5** There are lots of celebrities or people that have huge followings on Twitter, why not tweet them directly and ask for a retweet? Always say why the TSA is important to you.

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Direct mails/emails

Sending emails or mails to your close friends and work colleagues is a great call to action.



Here are our top 5 'must-do's' when telling your friends what you're up to and asking them to support you:

- 1** Keep it short – people don't like lengthy emails, so keep your message short and to the point
- 2** Get some facts – how many people are affected by TSC and what does our charity do to help
- 3** Include the right links – to the TSA website, to your fundraising page and any blogs that people can follow to see your progress
- 4** Tell the personal story – why do you want to raise money for the TSA, what's your connection?
- 5** Make sure you Bcc all of your contacts, it's not good form to share everyone's email address.



Contact details



Need help on how to tell all of your friends and family about your fundraising?

Get in touch and we'll help you.

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