



SOCIAL MEDIA FUNDRAISING TIPS

BEST PRACTICES FOR PROMOTING YOUR FUNDRAISER



CREATE INTEREST

Post engaging photos, videos, infographics, and interactive posts like surveys, polls, open-ended questions, and shared posts/articles that hook people in and elicit responses. Use our branded templates to easily create interesting content.



SHARE YOUR STORY

Pull at heartstrings with stories about your child and family that demonstrates why you need a service dog and how their donation will impact your child's life. Educate your followers about service dogs and your child's diagnosis.



PROVIDE A CALL-TO-ACTION

Your social media posts should tell donors what to do: donate, share, like, comment, volunteer, etc. Mix up your requests so you don't create donor fatigue by always asking them to donate to your fundraiser. However always provide a link to your website so they can easily and quickly donate when they want to do so.



INTERACT WITH OTHERS

Thank supporters for donating and tag them in your post. Like and comment on your followers and prospective donor posts. Re-share relevant posts from other users. Respond to comments and direct messages.



BE CONSISTENT

Stay top of mind by posting daily on your social media platforms. Create a promotional calendar and use scheduling tools (that often have free versions) to easily post your content.