YOUR CHECKLIST FOR SOCIAL MEDIA FUNDRAISING SUCCESS!

1. Include stories about why you are fundraising
2. Post photos and videos
3. Every update should include a link to your personal fundraising webpage
4. Share information about Shatterproof and how fundraising helps
5. Ask your friends to share your fundraising webpage with their friends
6. If you are participating in an athletic event, post regular updates about your training
7. Tag your donors in your posts that thank them for their donation
8. Highlight fundraising milestones as you reach them
9. When you get close to your goal, encourage your friends to help you reach and exceed it

YOUR GOAL:

Don’t only post about your fundraising activities, it should supplement your social media activity, not replace it.