

Social Media Tips & Tools

Tips for Recruiting Teams & Raising Funds Using Social Media

- 👉 Keep your messages short, sweet, and to the point.
- 👉 Add a link to your webpage so they can click to donate or join your team.
- 👉 Create interest and competition by acknowledging new team members or donors and they join or donate. Example: “Thanks to Sally Jones who just helped me reach \$75. Who will help me break \$100?” or “Can’t wait to see Billy Smith wearing a Santa Suit at the Jingle Bell Run/Walk this Saturday.”
- 👉 Don’t just post on your wall, also send direct, individual messages to friends and family. Think active vs. passive.
- 👉 Post comments, thank yous, and messages on friends walls, so their network of friends can view. You never know who else may want to join you or donate.
- 👉 Have fun!

Sample Facebook Status Updates & Tweets (140 Characters or Less)

Team Building (Link to Team Page or Event Page)

Come Jingle with me at the Jingle Bell Run/Walk 5K!

I will be there with bells on to fight arthritis! Join me!

Dancer, Prancer and Donner seeking Vixen and Blitzen! Join our team for the Jingle Bell Run/Walk.

I need 5 friends to join my team by Friday. Register for the Jingle Bell Run/Walk today.

Fundraising (Link to Personal Page or Team Page)

Have you been naughty or nice this year? Be nice and donate to my Jingle Bell Run/Walk team!

Make my holiday a little brighter. Support my cause and fight arthritis!

Get in the holiday spirit! Make a gift to the Arthritis Foundation to support me in the Jingle Bell Run/Walk.

I need 10 friends to each give \$10 this week to make my \$100 goal. Please donate today.