

HOW TO FUNDRAISE ON SOCIAL MEDIA

Looking for a simple way to get some donations rolling through?

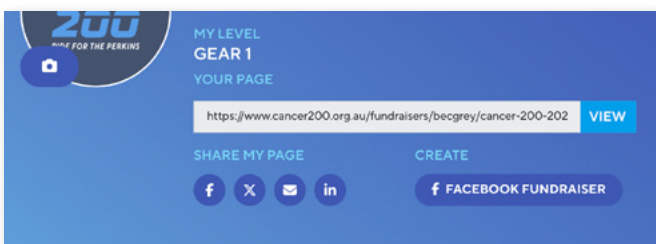
Look no further than social media! Whether you're a social media superstar or slightly technologically-challenged (you're not alone), you've come to the right place.

IMPORTANT NOTE:

If you plan on posting to Facebook, please don't click on Facebook's 'Add a Donate Button'! This will process the donation through Facebook, which means any donations received won't make their way to your fundraising total.

1 VISIT YOUR FUNDRAISING PAGE

The very first thing you need to do is visit the Cancer 200 website get to your fundraising page – you can do this by logging in to your dashboard and clicking the 'view' button next to your fundraising page URL, or by searching your name in the top right-hand corner and clicking on your profile.



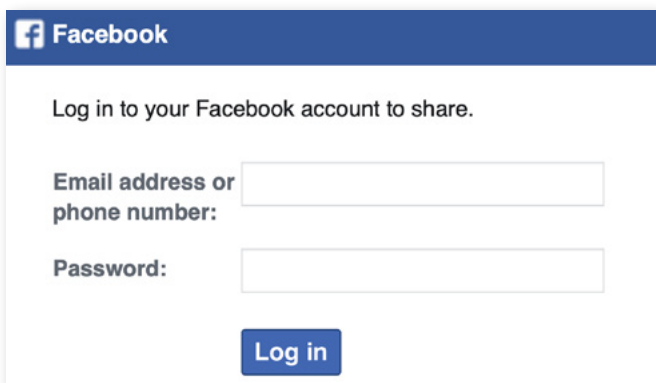
2 CHOOSE WHERE YOU WOULD LIKE TO SHARE

Once you're on your fundraising page, you will see some social media icons underneath "SHARE MY PAGE". These icons will let you post to **Facebook**, **X** (previously Twitter) or **LinkedIn**, or prepare an email that you can send to your friends and family. Click on the social media icon that you'd like to share your fundraising page to.

3 SIGN INTO YOUR SOCIAL MEDIA ACCOUNT

A pop-up box will appear. The box will ask you to log in to your social media account if you aren't currently logged in on your computer. Please use the pop-up box to enter your login details.

If you are already logged into your chosen social media account, please proceed to Step 4!

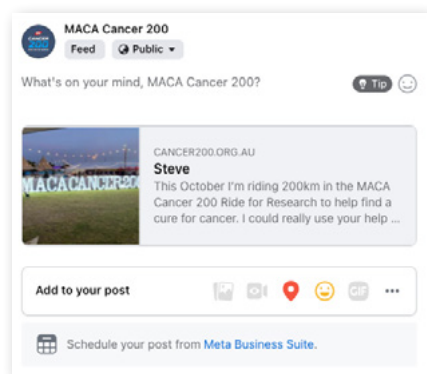


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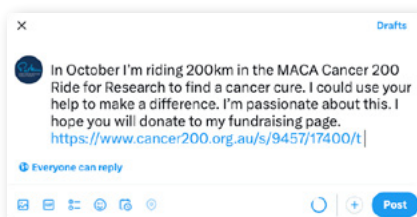
4 WRITE A MESSAGE

On your screen, a pop-up box will open and each will vary based on the platform you are posting on.

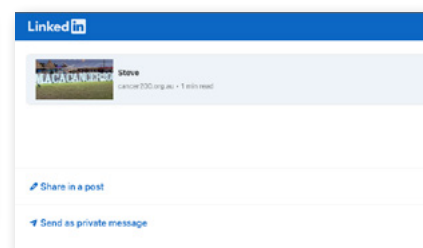
FACEBOOK



X (PREVIOUSLY TWITTER)



LINKEDIN



To share your fundraising page on social media, you will need to add a message in the text box. To help you get started, here are some examples we've prepared for you:

FACEBOOK/LINKEDIN:

"This October I will be riding in the @MACA Cancer 200, a 200km cycling event to raise funds for vital medical at the @Harry Perkins Institute of Medical Research. I've raised (insert amount) so far, but I need (insert amount here) to reach my fundraising goal. Would you consider making a donation of (insert amount here) to help me reach my goal? Every single dollar can help researchers get one step closer to curing cancer – once and for all. Please feel free to share this post and encourage your own friends to help me fight cancer. Thanks in advance for your generosity!"

X

"I'm riding in the MACA Cancer 200 and could use your help to make a difference. I'm passionate about this. I hope you will donate to my fundraising page. (Insert fundraising page link)"

When it comes to writing your message, you may want to include details such as:

- What the MACA Cancer 200 is
- Why you're fundraising for the MACA Cancer 200
- What the Perkins does and why fundraising is so important
- What your fundraising goal is
- A request for your friends/followers to like or share your post (so more people can see it)

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5 POST AWAY!

Once you're happy with your post (make sure you give it one last read!), all you need to do is click 'post'!

6 FOLLOW UP LATER

With your first post successfully shared, keep an eye on your notifications to see if any of your friends or family add a comment or have any questions. After a few weeks, it's a good idea to follow up with another post – just in case anyone didn't see your post or simply forgot! In your next post, you may want to share how much you've fundraised so far and how many more donations you need to reach your goal.

HINTS & TIPS

Give people a suggestion on how much to donate – those who list a specific donation amount raise on average 184% more than those who ask generally.

Tell your friends why you're passionate about taking part in the MACA Cancer 200. It can really help to boost your donations – those who do tell people why they're fundraising raise 121% more donations than those who don't.

Explain what the money people donate will do and how it will help – at the Perkins, all funds raised from the MACA Cancer 200 go directly to supporting cancer researchers.

Make sure to update and thank those that have donated! People love seeing how a fundraising campaign they have donated to is progressing, and appreciate the gratitude for their contribution.

TAG THE PERKINS on social media so your friends and followers can click through and learn more about us.

On **FACEBOOK** and **LINKEDIN**, all you need to do is type **@Harry Perkins Institute of Medical Research** and select the Perkins page in the box that pops up below. You can also tag the MACA Cancer 200 page at **@Cancer200Ride** in your Facebook post.

On **X**, just type **@PerkinsComms** and select the name from the pop-up box below.

Don't forget to use the official Ride hashtags **#MACACancer200 #Cancer200Ride #ridefortheperkins**.

Good luck with your fundraising!

GET IN TOUCH
RIDE@PERKINS.ORG.AU



HARRY PERKINS INSTITUTE
OF MEDICAL RESEARCH



CANCER200
RIDE FOR THE PERKINS