



## Social Networking Fundraising Toolkit

1. Top 10 ways to use Facebook to fundraise
2. Suggested Facebook & Twitter messages
3. How to update your Facebook or Twitter status from your Walker HQ

### Top 10 Ways to Use Facebook to Fundraise

- 1. Ask for it.** Make sure you're asking your friends to do something. Use words like, "Donate now!" or "Share this!" Unless you're direct, you won't get results.
- 2. Tell them how.** Make sure you include a brief explanation of how & where they can donate to you.
- 3. Make it a challenge.** Set a lofty goal for yourself, and let everyone know what it is. Tell them they're the only ones who can help you reach that goal. Give them something to care about.
- 4. Tell a story.** Why are you participating in Walk to End Alzheimer's? Tell your friends why this is important to you, and why you need their support. Make it personal.
- 5. Promote, Promote, Promote!** Don't just use your status. Message everyone you know! Spread the word messages, chat, your info box...let Walk to End Alzheimer's takeover your Facebook profile until the event is over.
- 6. Brush up on your Emily Post.** Manners are everything. If someone donates to your team, thank them publicly through social media. Combine this tactic with number 7 to make it more interactive and visible!
- 7. Tag your friends.** Be sure to tag your friends' names in your status update and your post will be visible – drawing more eyes to your message.
- 8. Sharing is caring.** If you add a link or a video to your post on Facebook, it adds a "share" button. Then your friends can repost your message and share with their friends. Try....alz.org/kansascity.
- 9. Become a fan.** Join us on Facebook. You'll get news and meet other people with ideas on Walk to End Alzheimer's fundraising. Search for Walk to End Alzheimer's and you'll find us.
- 10. Have fun!** Raising money and participating in Walk to End Alzheimer's is fun. At the end of the day, feel good about what you're doing for the cause.

# Suggested Messages for Facebook & Twitter

## General Messaging Tips

- Add your link to EVERY message so your friends can easily access your page to donate or register.
- Thank each of your friends on THEIR pages. You never know who else is going to read their page and possibly donate to you.
- Have fun and make it personal.
- If you have teammates on Facebook or Twitter, post comments that help create some healthy competition.
- Example messages in this packet with the symbol **!** are specifically geared toward an audience that both checks and updates their status on a frequent basis. These messages contain a “follow up” element.

## Join My Team Messages

Tip: Post on your friend’s walls or use as a status update.

1. I’m on the MOVE to end Alzheimer’s! Join my team today at (insert team link)
2. Be part of the MOVEment to end Alzheimer’s! Join my team today at (insert team link)
3. Show me how you MOVE! Join my team and walk to end Alzheimer’s. (insert team link)
4. Who’s ready to WALK for a great cause? Join my team to end Alzheimer’s at (insert team link)
5. **!**Take Action! I need five people to join my Walk team today. Visit (insert team link)  
**Follow up:** (Insert friend’s name) just joined my team! I’m still looking for 4 more cool people.
6. **!** I’m participating in the Walk on (insert date). Will you join my team? (insert team link)  
**Follow up:** (Insert name) is walking with me on (insert date) to end Alzheimer’s. Join us at (insert team link)

## Fundraising Messages

Tip: Post as a status update and change your status message regularly.

1. Support me as I walk to end Alzheimer’s! Please donate to my Walk fundraising efforts. (insert personal link)
2. Your donation can help millions of families affected by Alzheimer’s disease. Support me as I walk to end Alzheimer’s. (insert personal link)
3. Your donation makes a big difference! Please support me as I walk to end Alzheimer’s. (insert personal link)

## Fundraising Messages continued

4. 5.4 million people are living with Alzheimer's. Please make a donation to my efforts to end this devastating disease. (insert personal link)
5. Support me as I walk to end Alzheimer's! All of the cool kids are doing it: (insert personal link) – then comment to your post and thank all of your Facebook friends who have already donated to the cause.
6. **!** I need to raise (X dollar amount) to reach my Walk fundraising goal. Donate (X specific dollar amount) to me today to make a difference! (Insert personal link)  
**Follow up:** Thank you (Insert donor's name) for helping those affected by Alzheimer's. You can support my Walk efforts at (Insert personal link)
7. **!** I'm working to raise (X total dollar amount) for people affected by Alzheimer's. Will you help me? Donate today at (Insert personal link)  
**Follow up:** (Insert donor's name) just made a donation to help my fundraising efforts. Will you donate too? (Insert personal link)

## Thank you messages

Tip: Post on your friend's walls as soon as they donate and send them an e-mail to thank them.

1. I made it to my Walk fundraising goal! Thank you (insert donor's name) for your support as I walk to end Alzheimer's. (insert personal link)
2. Thank you (insert donor's name) for supporting the Alzheimer's Association Walk. Your gift makes a big difference! (insert personal link)
3. Thank you (insert donor's name) for your support of my Walk efforts. Together, we can help families affected by Alzheimer's disease. (insert personal link)
4. Thank you (insert donor's name) for your donation to the Alzheimer's Association Walk to End Alzheimer's™. You have helped to bring me closer to my personal goal of \$\_\_ and to making a difference in the fight against Alzheimer's disease! (link)

## Action/Awareness Messages

1. 5.4 million Americans are affected by Alzheimer's. Sign up today to get on the MOVE toward a cure. [www.alz.org/walk](http://www.alz.org/walk)
2. Alzheimer's disease has affected my life and I'm taking action to stop it. Join my efforts by participating in the Walk. [www.alz.org/walk](http://www.alz.org/walk)
3. Sign up to help fight Alzheimer's disease. [www.alz.org/walk](http://www.alz.org/walk)

# Update your Facebook Status Using Boundless Fundraising

boundlessFundraising™ is application that enables participants to extend their fundraising efforts beyond their HQ page. Participants first register for an event. After registering, participants are given the option to add the boundless Fundraising™ application to their Facebook page with a few simple clicks.

Once participants have added the boundless Fundraising™ application to Facebook, they are able to send a quick stream story to their Facebook friends using the new Get the Word Out feature. They can also update their Facebook profile picture to use the Walk to End Alzheimer's logo with the new Donate Your Profile Picture feature, view their real-time fundraising status on their badge and use the Share Your Story community portal to share their personal story with other participants and Facebook friends.

## Where does boundless fundraising for Facebook show up in the event?

Go to the Walk site and login. After you login you're directly taken to your Walker HQ homepage. Toward the bottom right corner you'll see this link. Click on it and follow the directions.



### Example of the Boundless Fundraising Application Canvas Page on Facebook

A screenshot of a Facebook application canvas page for the "Walk to End Alzheimer's" event. The page has a purple and white color scheme. At the top, there's a navigation bar with "Home" and "Share Your Story" buttons. Below that, a message says "Help spread the word by donating your picture and letting your friends know you're lending your support!". The main content area is divided into three sections: "Donate Your Profile Picture" which shows a preview of the Alzheimer's logo and a "Click the above photo to use it as your profile picture." instruction; "Get the Word Out" which lists four options for sharing a message (e.g., "I am participating in the Walk to End Alzheimer's! Please support me with a donation.") and a "Share with Friends" button; and "Your Progress Indicator" which shows a progress bar with a green fill, a "Walk HQ" button, and a message stating "Facebook is no longer allowing applications to add tabs. You can help raise funds for Alzheimer's Association by using the other features on this page." with a link to "Need some technical help?".

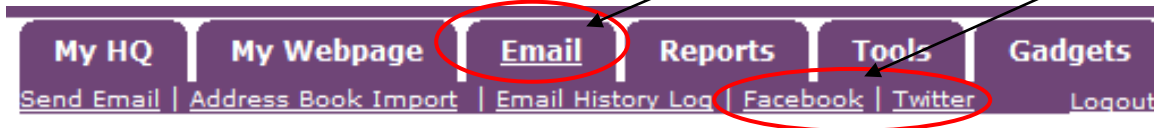
### More Features of Boundless Fundraising

Learn how to use all of the features of this application to extend your fundraising efforts on Facebook. [Click on this link for step-by-step directions.](#)

# Update your Twitter Status from you Walker HQ

Now you can update your Twitter status right from your Walker HQ! Tell all of your friends and fans why you're walking, and encourage them to support you.

Login to your Walk Personal page>Go to **My HQ**>Go to the **Email Tab**>Click on **Twitter**



- After you hit Twitter this screen will pop up:

### Send a Twitter Tweet

Tell your Twitter followers about the event. Just fill out the form below and send the Tweet. It's that simple!

For security reasons, we will not save your login information.

Enter your Twitter user name or email address

Enter your Twitter password

Type in your message (up to 140 characters)  
(Notice that we've already included the URL to your personal page.)

Please join me in supporting a great cause:  
<http://blba.us/i.asp?id=296327-249094286-2>

1. Enter your Twitter user name or email address and password.
2. Edit the message to meet your needs (see How to use Facebook and Twitter for your Walk fundraising).
3. Hit "Send Tweet".

**Contact Trisha McClanahan with any questions!  
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