



Social Media and Social Networking can be great avenues for finding donors for your Walk Team! Here are some quick tips to help you get started....

- **USE YOUR STATUS UPDATES TO MOTIVATE AND FUNDRAISE**

Encourage your friends with your status updates on Facebook, Twitter, Instagram or LinkedIn by using facts about Hemophilia & Bleeding Disorders (see our Fast Facts sheet). Then ask them to make a donation. Be sure to include a link to your personal fundraising web page in each status update.

- **ON A TEAM? CREATE A TEAM FAN PAGE**

A Fan Page offers a great opportunity for recruiting team members, raising funds, tracking team progress, and inspiring people to support your team! You can upload photos and publicize team events.

- **PUBLICIZE YOUR EVENTS**

Use the “Events” application on Facebook to create an invitation for your Hemophilia Walk fundraiser. Send it out to all of your friends, and make sure you make it an open event so it appears in searches and so guests can send it to their friends.

- **RETWEET!**

On Twitter, become a follower of the Hemophilia of North Carolina. Then you can retweet the messages you read with an additional message of your own asking your followers to donate to your fundraising webpage.

- **FUNDRAISE ON YOUTUBE**

Try recording a personal message asking for support for your Hemophilia Walk fundraising efforts or a 30 second video of your reasons for walking, and post it on YouTube, Facebook, etc.

- **HAVE A FACEBOOK FUNDRAISING SALE**

Use the Facebook Marketplace application! Facebook allows you to sell your stuff using the feature “Sell for a Cause”. On the Marketplace Facebook homepage, click “Sell for a Cause” then set the prices of your items. Click “Post” and start selling! Advertise your sale and let everyone know the proceeds go to Hemophilia Walk.

- **GRATITUDE GOES A LONG WAY!**

When somebody makes a donation to your page, thank them publicly by writing on their Facebook wall, and also updating your status with the same message. This lets the donor know how thankful you are for their donation, but also encourages others to donate!