

WALK TO FIGHT ARTHRITIS

FUNDRAISE WITH SOCIAL MEDIA

Thank you for registering for the Walk to Fight Arthritis. Below are some of our best online tips for fundraising success. It is easy to support your fundraising efforts with social media.

twitter

Twitter is a social networking site where you can deliver real-time updates of 140 characters to your followers.

Best tips for participants:

1. Tweet often and always include a link to your personal fundraising page.
2. Keep your followers updated on the event, your fundraising and thanking donors.
3. Post the URL for your personal fundraising page in a tweet.

QUICK TIP!

When tweeting your personal donation page URL, save characters by using bitly.com Simply paste your URL, click, shorten and voila!



facebook

Extend your fundraising efforts to your network of friends by connecting to our **Friendship Powered Facebook Fundraising** application. Login to your participant centre to get social!

The Facebook application creates a personal fundraising page on Facebook – which means your friends and family can donate to you without having to leave Facebook.

Instagram

Personalize your fundraising efforts. Share photos of your training and preparations for the Walk. Send thank you photos to your donors – you can even share your Instagram photos on Facebook and Twitter.

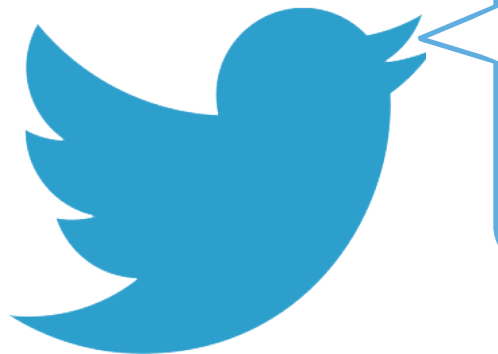
Create a custom hashtag to add to all your photos – this will make it easier for friends, family and donors to track your adventure!

TOP TIPS FOR USING FACEBOOK

- 1 **Connect**
Use our friendship powered Facebook fundraising application!
- 2 **Ask for support**
Whenever possible update your status and ensure you include a link to your personal page.
- 3 **Tell a story**
By providing a personal story, you are sure to connect with people who will want to support you.
- 4 **Become a fan**
Visit The Arthritis Society Facebook page and follow us on Twitter. You will get news updates and can connect with others.
- 5 **Use photos**
Upload photos that showcase your story.

SOAR TO NEW FUNDRAISING LEVELS WITH THESE TIPS AND TRICKS

- 1. Make the first donation**
Kick start your fundraising and lead by example! You will be surprised what a difference it makes when your family and friends see you have donated.
- 2. Corporate Matching**
Ask your employer if they are willing to match your fundraising dollars. Many companies already have this type of program in place – all you have to do is ask.
- 3. Send an email from your participant centre**
It is easy and effective. Import your email address book and send emails to all your friends and family.
- 4. Share your story**
Tell your personal story of how you or a loved one is impacted by arthritis. Personalize your fundraising page with your story.
- 5. Build a contact list**
Make a list of all the people you know and ask, ask, ask for their support.



SAMPLE STATUS UPDATES AND TWEETS



I'm Moving It in support of my <dad/mom/brother/sister...> with arthritis. Pls help me reach my goal <INSERT LINK TO YOUR FUNDRAISING PAGE>) @arthritissoc



Only X months until the Walk to Fight Arthritis. Support me & help the 4.6 mil with arthritis. <INSERT LINK TO YOUR FUNDRAISING PAGE> @arthritissoc



Only <X days> left before I Walk in support of arthritis. Pls help me reach my goal <INSERT LINK TO YOUR FUNDRAISING PAGE> @arthritissoc



I'm Walking to help 4.6 mil living with arthritis. Pls donate at <INSERT LINK TO YOUR FUNDRAISING PAGE> @arthritissoc



I'm Moving It to raise money to help my <dad/mom/brother/sister...> and the over 4.6 mil Canadians living with the pain of arthritis. Pls support me! <INSERT LINK TO YOUR FUNDRAISING PAGE>.



4.6 million Canadians live with pain of arthritis. It doesn't have to be this way – help me make a difference by supporting me in the Walk to Fight Arthritis <INSERT LINK TO YOUR FUNDRAISING PAGE>.



Please support me in the Walk to Fight Arthritis. Remember, every donation helps the over 4.6 mil Canadians living with the pain of arthritis. <INSERT LINK TO YOUR FUNDRAISING PAGE>



Only X months until the Walk to Fight Arthritis. Support me and help the over 4.6 mil living with arthritis. Please donate at <INSERT LINK TO YOUR FUNDRAISING PAGE>