



end sexual violence
WALK FOR CHANGE
USING SOCIAL MEDIA TO FUNDRAISE

Our most successful fundraisers raise most of their money through social media. There is no better way to reach more people with your message.

Twitter

- If you don't already, start following @barcc.
- When tweeting about the Walk, always use the official hashtag #BARCCWalk4Change, tag us (@barcc), and include your fundraising link.
- Have a pet? Use their cuteness to solicit donations and use the hashtags #Bark4BARCC or #Cats4Consent
- Share your fundraising page link and update your followers on your progress often.
- Thank your donors publicly. If you follow them on Twitter, tag them in your thank you tweet.



Sample Tweets

I'm going to the #BARCCWalk4Change on 4/28 to end sexual violence. Please donate today. @barcc <link to your page>

Thanks <friend's handle> for donating to #BARCCWalk4Change! Who'll give next? @barcc <link to your page>

I'm 50% of the way to my goal thanks to 15 fabulous donors. Who will be number 16? #BARCCWalk4Change <link to your page>

Help me help @barcc end sexual violence. Donate today. #BARCCWalk4Change <link to your page>

Every two mins someone in the US is sexually assaulted. #BARCCWalk4Change @barcc <link to your page>

My dog wants your help to end sexual violence. Can you say no to this face? #BARCCWalk4Change #Bark4BARCC @barcc <link to your page>

Only \$100 left to reach my goal for @barcc! Help me get there, donate today! <link to your page>



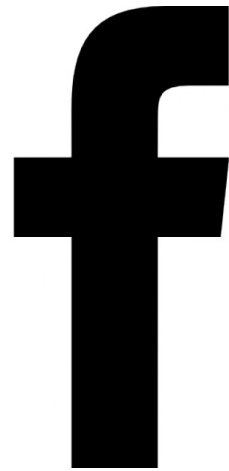
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Facebook

- If you haven't already, "like" us on Facebook.
- RSVP to the Facebook event and invite your friends.
- When posting about the Walk, consider changing your security setting to Public. This will enable BARCC's followers to see it as well!
- Use the official hashtag #BARCCWalk4Change and tag us (facebook.com/barcc.org).
- Share your fundraising page link and update people on your progress often.
- Thank your donors publicly. If you are Facebook friends with them, tag them in your thank you message.
- Have a pet? Use their cuteness to solicit donations and use the hashtags #Bark4BARCC or #Cats4Consent.



Sample Facebook Posts

The time is now to support survivors of sexual violence. So I just registered for the #BARCCWalk4Change! Please check out my page and make a donation today! <link to your page>

Thank you <friend's name> for your generous donation to the Boston Area Rape Crisis Center's #BARCCWalk4Change. Who will give next? <link to your page>

I'm 75% of the way to my #BARCCWalk4Change goal thanks to 25 generous donors! Who's going to be number 26? <link to your page>

Take the first step to end sexual violence: support #BARCCWalk4Change today! <link to your page>

Every two minutes someone in the United States is sexually assaulted. I'm doing something about it by participating in the #BARCCWalk4Change. You can help too by donating here <link to your page>

Only \$100 left to reach my goal for the #BARCCWalk4Change! Help me get there, donate today! <link to your page>