



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 4/25 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>