

# A Walk in Their Shoes

## Facebook Fundraising Tips



**Your fundraising can be very successful on Facebook by following a few guidelines. These tips will help you.**

### 1. ASK FOR

Make sure you are asking your friends to do something. Use words like “Donate now!” or “Share this!”. Being direct leads to better results.

### 2. TELL THEM HOW

Make sure you include a brief explanation of how and where they can donate to you. If you have registered on the online fundraising platform, provide the link to your fundraising page and/or ask them to connect with you if they would like a cash or cheque donation to be picked up.

### 3. MAKE IT A CHALLENGE

Set a lofty goal for yourself and let everyone know what it is. Tell them they can help you reach that goal ... you need their help. Give them something to care about.

### 4. TELL A STORY

Why are you participating in A Walk in Their Shoes? Tell your friends why this is important to you and why you need their support. Make it personal.

### 5. Promote, Promote

Don't just use your status. Message everyone you know! Personal messages are more likely to be responded to than a post on your social media accounts. However, getting the word out and asking people to take action in a post is a great and important way to promote to all your contacts and to remind those who you have messaged personally to donate.

### 6. THANK

Thank your donors on social media and provide an update of how your donors have helped you towards your goal. When people who have not donated yet see that others have given, they may be more motivated to give.

### 7. What's AN @?

Use it to tag your friends on Facebook or Twitter. Type @ in front of someone's name 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.

### 9. LIKE/FOLLOW US

Like Mothers with a Heart for Ethiopia's Facebook page ([moms4ethiopia.ca](https://www.facebook.com/moms4ethiopia.ca)) and follow us on Instagram ([moms4ethiopia](https://www.instagram.com/moms4ethiopia)). We will have many posts about A Walk in Their Shoes that you can share with your friends/followers.

### 10. HAVE FUN

Raising money and participating in A Walk in Their Shoes is fun. At the end of the day, feel good about what you are doing for the women and children in Ethiopia. Post pictures of you smiling with your pledge sheet or you receiving a donation from a friend or if you are a part of a team, with your team members.