



## Tips on Using Social Media to Fundraise

Facebook, Twitter and LinkedIn can be powerful tools to aid in your fundraising. They keep your family, friends and colleagues involved and engaged in supporting the cause. Most experts agree that it takes most people 2-3 reminders before they respond to a fundraising request. Social media provides an engaging yet unobtrusive means to support your fundraising-related emails and fundraising in person. Many of these tips are similar to Climate Cycle's Fundraising Tips (found in the Fundraising Toolkit) but with an added social media slant.

Below are tips that we have compiled from experts and past team captains. Please send us your feedback, comments, lessons learned on what works for you, and any tips you see missing. We would love to add your tips to the list.

### What types of things are post-worthy?

- Keep people informed about your fundraising progress.  
*Ex: I am halfway to my \$1,000 goal for the Climate Cycle ride on 5/15. Please help me reach my goal! [www.yourfundraisinglink.com](http://www.yourfundraisinglink.com)*  
*Ex: Only need \$300 to reach my Climate Cycle Ride fundraising goals! Wanna help? [www.yourfundraisinglink.com](http://www.yourfundraisinglink.com)*
- Keep people informed about your training progress.  
*Ex: Spring is here! Back on my bike, getting ready for Climate Cycle's Ride for Solar Schools on 5/15. [www.yourfundraisinglink.com](http://www.yourfundraisinglink.com)*
- Share your excitement - why you are doing this ride.  
*Ex: Chicago schools spend more on energy than textbooks & computers combined! Help me raise \$ for solar on schools! [www.yourfundraisinglink.com](http://www.yourfundraisinglink.com)*
- Tell people about Climate Cycle.  
*Ex: Love Climate Cycle! I'm riding on 5/15 to help them with their cause - solar for Chicago Pub Schools! [www.climatecycle.org](http://www.climatecycle.org)*
- Share funny anecdotes and pictures.  
*Ex: [Pic] The new Team Princess Unicorns' mascot! Our horns will pierce the sky! [www.yourfundraisinglink.com](http://www.yourfundraisinglink.com)*  
*Ex: [Pic]: Check out the funny sign I saw training for the Climate Cycle Ride on 5/15! [www.yourfundraisinglink.com](http://www.yourfundraisinglink.com)*
- Say thank you to those that have supported you already.  
*Ex: Big shout out to my friends at Dunder Mifflin for your donations to my Climate Cycle Team! You are the best! [www.yourfundraisinglink.com](http://www.yourfundraisinglink.com)*

### How often should I post?

That depends a bit on how active you are usually, but in general consider:

- *More than 2 months out: Once every other week*
- *2-8 weeks out: Once per week*
- *One week out: Twice per week*

## What are some tips for using popular social media channels?

### Facebook

- Post updates in your profile in the “What’s on your mind?” section.
- Dedicate a portion of your “About Me” section (on the left-hand side of your profile) to Climate Cycle with a compelling statement to donate to your page. Include Climate Cycle’s URL and your fundraising link.

### Twitter

- Re-post any tweets that include Climate Cycle news.
- Connect your Facebook postings with your Twitter postings, so they both update simultaneously.
- Use TweetDeck or a similar program to track Climate Cycle tweets.

### LinkedIn

- Update your profile with a note saying that you are fundraising for Climate Cycle. If you are a returning rider, be sure to tout it!
- Add the Climate Cycle URL to your list of preferred websites.

## Any other tips?

- Add a shout-out to Climate Cycle in your email signature.  
*Ex: Help John & I raise \$1,000 for the Climate Cycle Ride on May 15th!*  
Click here to give: <http://www.firstgiving.com/teamlovesolar>
- Make it easy for people to donate. Regularly include the link to your fundraising page (or the Climate Cycle site, depending on what you are posting).
- Have fun! If you are excited and passionate, it will come through and be contagious!