How to share your fundraiser on social media?

Use Instagram, Facebook, LinkedIn or any other social media to share your fundraiser. Engage your network and you will surely receive tons of support!

Making a great appearance on social media never was so easy with these tips and content examples. Don't forget to add a photo or one of social media images to your post!

Content examples:

Example 1:

I run against cancer during the [enter your event name here]. To raise money for everyone that is affected by cancer. Will you support me with a donation? Go to my fundraiser page [insert link to your fundraising page]. Thanks!

Example 2:

Every 5 minutes someone in the Netherlands gets diagnosed with cancer. In that same amount of time I run about 1 kilometer. I run to raise money for KWF Dutch Cancer Society. If you sponsor me, you support everyone that is affected by cancer. [link to your fundraising page]

Example 3:

Will you help me reach my goal? Every euro counts! On behalf of KWF Dutch Cancer Society and myself: thanks! [link to your fundraising page]

Example 4:

Every Dutch person will one day be faced with cancer. [Tell your story here. How did cancer affect you?]. I run for all these people that are affected by cancer. Can I count on your support? Leave your donation on my fundraising page: [link to your fundraising page]

Other usefull tips

💡 Tip 1: On Instagram, links don't work in regular posts. Put the link to your fundraising page in your bio. In fact, you can click on that. Refer to that link by including 'see #linkinbio' in your posts.

💡Tip 2: Instagram stories do allow you to add links. Use the story images from the toolkit and add a link. A nice feature: you can customize the link text yourself. Good link texts are, for example, "Support me now!" "Will you donate too? Or "Help me reach my goal!"

💡Tip 3: Thank your donors. Post a thank you on their timeline or highlight them via a tag in your story. Other sponsors will follow naturally.

💡Tip 4: Make it personal. Who are you running for? For example, post a picture of yourself during a workout. And have you already received the Run Against Cancer shirt? Show it off to your followers proudly!