

## Using Facebook Posts to Fundraise for AIDS Walk Wisconsin

Sending personal asks to friends and family is the best way to raise funds for AIDS Walk Wisconsin. But you never know who in your social network may be moved to support the mission that you may not be very close with or connecting with regularly. Participants who post on social media report having former classmates, coworkers, or people they haven't talked to in a long time step up and support just from Facebook posts.

Here are some helpful tips to using Facebook to reach your fundraising goals.

### Use the Correct Links

There are two types of links you can post on Facebook or other social media platforms to ask people to donate on your behalf.

1. The main [www.aidswalkwis.org](http://www.aidswalkwis.org) link
2. Your personal fundraising page link

**AIDS Walk Link** – If you use the main AIDS Walk website link, be sure to give instructions for how people can find your name and donate on your behalf. They simply have to click the "Donate" button and follow the instructions. They can search for your name to donate on your behalf, or if you're part of a team, they can search for your team name to make a general team gift.



TO MY FRIENDS , FAMILY AND OTHERS IN WISCONSIN. If you are planning to support me in the upcoming aids walk wisconsin 2017(Oct 7th) Now is the time to consider TO MAKE THAT DONATION. go to [www.aidswalkwis.org](http://www.aidswalkwis.org) click on my name and follow directions to do that on line DONATION

**SATURDAY, OCTOBER 7**  
**I WANT YOU TO REGISTER NOW!**

**JANE LYNCH**  
AWARD-WINNING ACTRESS, SINGER AND COMEDIAN

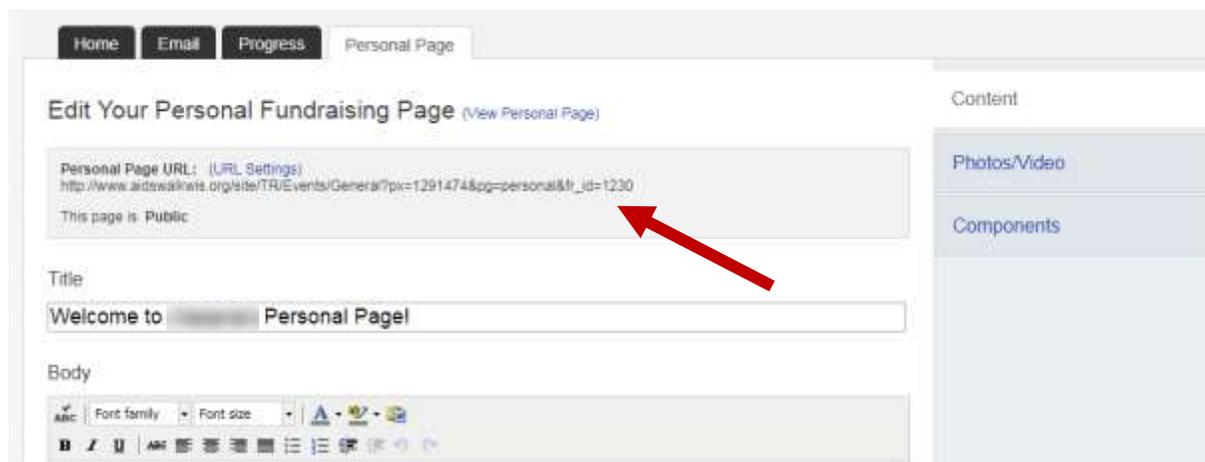
**2017 Honorary Chair**

**Lite PREMIER SPONSOR**  
**COMMUNITY**

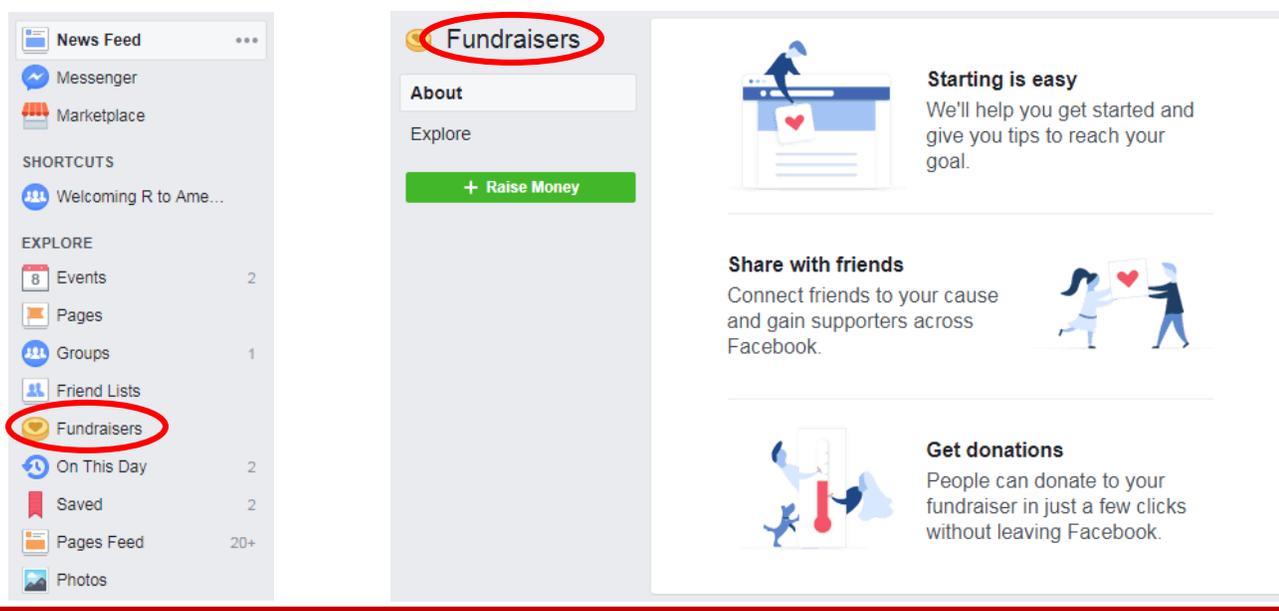
AIDS Walk Wisconsin 2017 - AIDS Walk Wisconsin and 5K Run  
Teamraiser Event  
AIDS WALK WIS.ORG

Like Comment Share

**Personalized Link** – You can also post the unique link to your AIDS Walk fundraising page, which you can find in your Participant Center. This will bring people to your page, where they can click “Donate” to give on your behalf. (For more about how to set up and use your Participant Center, check out this [guide](#).)



**Important Note:** Make sure that you do not use Facebook’s new Fundraiser feature to post about raising money for AIDS Walk. This will not count towards your AIDS Walk fundraising efforts. It may pop up automatically when you post about your involvement in the event, but do not click to use it.



## Start with Increments

No matter what your fundraising goal is, it is helpful to break it down into small, manageable donation requests that won’t break the bank for your family and friends. It seems a lot less daunting to ask for smaller donations, like \$25 or \$10, than to present a large goal of \$300.

Include any promotions that you know of that may be going on, such as the Ryan Braun Challenge, which starts 8 days before the Walk. This can be a big motivation for people to donate. Knowing that donating even a small amount can lead to even more funds for the mission is a big incentive for people.



### Highlight How Close You Are to a Benchmark

Frame each post around the next hurdle you want to cross. If you would like to try and raise another \$100 or you are close to a certain dollar amount, break it down into a request to reach that next benchmark.



Keep it going! Once you've crossed one benchmark set another for yourself. The worst that could happen is people say no. Be sure to acknowledge and thank each person for their donation.



## Follow Up

If you've posted and are still shy of your goal, remind people that you're still fundraising. Make sure to check the comments and likes on your posts and reach out to those individuals to get them to take the next step, if they haven't already.



Keep following up! Sometimes it takes several posts to motivate people to make the move to give. Persistence is key!

## Say "Thanks!"

Don't forget to THANK your friends and family for their support. Consider posting a general thank you message to all who have donated, or post about specific friends who have supported you. A simple thank you goes a long way and will help you when you are fundraising again for next year's Walk!



2 hrs

Thank you so far to the (NOW 84) people (GOAL IS 100) that have supported me in the aids walk Wisconsin 2017. If you are interested in supporting me in this , my 11th yr, pls go to [www.aidswalkwis.org](http://www.aidswalkwis.org), click on my name and follow the directions to do an on line donation. If you prefer to do a check they can be mailed to me at my office. I am CLOSE TO MY GOAL OF 15,000. So if you like to get me there, pls donate



### AIDS Walk Wisconsin 2017 - AIDS Walk Wisconsin and 5K Run

Teamraiser Event

[AIDSWALKWIS.ORG](http://AIDSWALKWIS.ORG)