



## How to use social media to raise money

The use of social media networks may help to boost your fundraising. Social networks are an effective way for you to get your message out to more people, and raise more money for Ottawa's animals.

### **Facebook**

Facebook is a free-access social networking website. Users create their personal profiles and create a network of friends through personal connections. Organizations and individual users can create groups, fan pages, and use various applications to fundraise and spread the word.

Post about your event on your wall along with a link to your fundraising page.

### **Twitter**

Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as tweets. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers).

Tweet about your event along with a link to your fundraising page.

### **YouTube**

YouTube is a video sharing website where users can upload, view and share video clips. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos.

#### Tips:

- Add your fundraising page link to EVERY message you send out so your friends can easily access your page to donate or register for your event.
- If your donors are on Facebook or Twitter, post comments, updates, and thank you messages on their pages – you never know who will see it and make a donation.
- You should be clear and direct with your "ask".
- Have fun and make your messages personal.

### **Fundraising messages**

Post as a status updates and change your status message regularly

1. Support me as I help Ottawa's animals! Please donate to my (insert event name) fundraising for the OHS. (insert fundraising page link)

2. The Ottawa Humane Society cares for over 11,000 every year. Support me as I host (insert event name) to help Ottawa's animals. (insert fundraising page link)
3. I need to raise (\$X dollar amount) to reach my fundraising goal for the OHS! Will you help me? Donate today at (insert fundraising page link)

### **Thank you messages**

Post on your friend's wall as soon as they donate. You never know who might see it and decide to donate too.

1. I made it to my fundraising goal! Thank you (insert donor's name) for supporting my event for Ottawa's animals (insert fundraising page link)
2. Thank you (insert donor's name) for your support of my (insert event name). Together, we are helping the over 11,000 animals the Ottawa Humane Society cares for each year! (insert fundraising page link)
3. Thank you (insert donor's name) for your donation to the (insert event name). You have helped to bring me closer to my personal goal of (\$X dollar amount) and to making a difference for Ottawa's animals! (insert fundraising page link)

### **Action/ Awareness messages**

1. The Ottawa Humane Society cares for over 11,000 animals every year. Join me as I raise funds to help Ottawa's animals. (insert fundraising page link)
2. I care for Ottawa's animals! Join me by making a donation and supporting my fundraising efforts. (insert fundraising page link)
3. Donate to help Ottawa's animals! (insert fundraising page link)