



Make the most of YOUR social media and Fundraise more!



Social media is an incredible tool and an easy way for you to tell others what you're doing and why.

Use your social media to FUNDRAISE in just three steps:

1. Register your event with CCMF and request a donation page be set up for your event.
2. Create your social media post and include your event donation page link.
3. POST!

Why use social media to fundraise

Social media allows you to reach others who may want to be a part of the amazing work you are doing to fundraise in support of Manitobans touched by cancer. You can also reach more people who you may not know and give them the opportunity to support your event!

Share your story & show value

Who are you? What are you doing and when? Why and how are you doing it? Why should they support you? Try to address at least one of these questions in each post. Giving these details helps people know why they should support your event.

Captions

Make the most of your caption but try to keep it short and sweet. Sometimes you can use a longer post caption to help you tell a story. The caption is where you include answers to the questions above and encourage people to support you however they can.



Photos/Videos

People respond to people! You can have text on your images/graphics but be careful not to use too much. Share photos of yourself and/or your team, even past event or behind the scenes photos if you have them. Have fun with videos too to share your fundraising efforts!

Call to action

Only make one ask per post and make it easy to follow. You can add a link to your bio on Instagram, Twitter or TikTok and direct people there, or on platforms like Facebook and LinkedIn you can include the link directly in your post. Your call to action doesn't have to go to a link, you can even ask a question and ask people to respond.

e.g. "Click on the link in my bio to get tickets" "Comment to let us know why you're supporting!"



Tag us!

We'd love to see your posts and help spread the word about the amazing work you're doing. Be sure to use the handles below to tag us in your posts on each platform.



@cancercarembfdn



@CancerCare Manitoba Foundation