

SOCIAL MEDIA TIPS



CREATE A FACEBOOK FUNDRAISER:

You can now connect Classy and Facebook, helping guarantee your posts show up in your friends' news feeds. Once you complete the steps below, when someone donates to your Facebook it will update your total amount raised on your Facebook Fundraiser and your Classy fundraising page, too.

Use Facebook, Instagram, Twitter, and LinkedIn to ask your network to donate to the 2023 Torch Run. Here are a few tips to help you reach your fundraising goal in no time!

1. Access your fundraising page
2. Log in at the top-right of the page
3. Select Manage at the top right of your page
4. Select the Facebook tab and then select the Create button
5. When the Facebook login prompt appears, log in if you haven't already
6. Make sure the Manage your Fundraisers toggle is on
7. Your Facebook Fundraiser will automatically generate and will appear on your Facebook activity feed and timeline. Be sure to thank anyone that donates with a personalized comment.

For additional help and troubleshooting, visit the [Facebook Fundraiser How-To](#).

MAKE YOUR POSTS PERSONAL:

Share photos of your run or why you run. Post updates with miles completed and funds raised on your stories on social media. Be sure to tag Special Olympics Virginia for a chance to have your posts re-shared.

Use your Classy fundraising page like a blog! Post frequent updates, thank donors and add photos throughout the campaign.

SAMPLE POSTS:

This spring I am participating in the Torch Run to raise funds and awareness for Special Olympics Virginia. Together we can support the year-round sports training, competition, leadership opportunities and health care services provided to more than +18,000 Special Olympics Virginia athletes. Please consider making a donation to my page to show your support. ([Insert link to fundraising page](#))

I'll do the hard part and run the miles, all you have to do is donate to my page OR if you want to show your support through purchasing the 2023 T-shirt join my team and I'll run your miles for you! ([Insert link to fundraising team](#))



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