

SOCIAL MEDIA TIPS

FOR A SUCCESSFUL FRIENDSGIVING FUNDRAISER

- 1. Create a Facebook event with the date of your Friendsgiving and include a link to your personal fundraising page.** Urge your friends to RSVP. Facebook will send notifications to your friends once they RSVP as it gets closer to your event date. This is a great way to post fundraising updates and remind your friends to donate if they haven't done so already.
- 2. Post Friendsgiving images** from our [online resource center](#) across your social media channels to help spread the word that you're fundraising for No Kid Hungry.
- 3. Publicly thank your friends for donating to your event.** Tag your friends on social media and thank them for their Friendsgiving donation. This is a great way to show your appreciation and also signals to the rest of your network that you are fundraising for a cause you care about!
- 4. Post a live video to your feed and tell your friends why you're hosting a Friendsgiving.** Share a personal story, hunger statistics or a few simple reasons why you are hosting a Friendsgiving for No Kid Hungry on Facebook Live or Instagram Stories. Tell your friends how they can support you and provide a link to your personal fundraising page.
- 5. Add a link to your Instagram profile page that directs your followers to your personal fundraising page.** Share a photo (or two) about your Friendsgiving event on Instagram and direct your followers to the link in your bio. Directing them to your personal fundraising page will provide your followers with easy access to donate from their mobile devices!
- 6. Share a No Kid Hungry video from [our YouTube channel](#).** Educate your friends and network about the issue of childhood hunger by providing content that is quick and easy to watch. Share a link to your fundraising page in your post or in the comments section.