

SOCIAL MEDIA TIPS

Set Clear Goals

Objective - Define the purpose of your fundraising focusing on the 'Why'...Why are you fundraising for Tŷ Hafan? Why is it important? etc.

Target amount - Specify how much money you aim to raise and how the funds will support Tŷ Hafan.

Tell your story

Personal Story - Share your motivation for signing up to the Cardiff Half Marathon. Personal stories resonate more with people.

Impact - Explain the impact of the funds raised. Highlight how the contributions will make a difference to Tŷ Hafan e.g. "Your donation will help make sure that no family in Wales has to face their child's short life alone".

Be Visual

Photos and Videos - Post training updates, behind-the-scenes content, and visuals from past events if you can.

Live Streaming - Stream your runs or training sessions live to engage followers in real-time.

TOP TIP

Posting on your socials at the end of the month (payday) can be a good time to ask your friends and family to donate.

Engage with your audience

Update, update, update - Keep your audience updated with your training progress, fundraising milestones, and event day plans.

Interactive Posts - Use polls, Q&A sessions, and challenges to engage your audience. For example, "Guess my race time and win a prize" (Guess my race time sweepstake)

Thank Supporters - Publicly thank donors and supporters in your posts. Personal acknowledgment can encourage others to contribute.

Promote Your Fundraising Page

Donation links - Always include a clear link to your Enthuse page in your posts, so that it's easy for people to donate.

Link in bio - On Instagram you'll need to put your fundraising link in your bio or share via a link on your stories each time you post.

Pinned Posts - Pin your fundraising posts to the top of your profile for maximum visibility.

REMEMBER

To tag Tŷ Hafan on your socials, so we can engage with your posts and follow your journey.

