



Facebook, Twitter and Walk for Wishes!

Using social media is one of the fastest, easiest and most effective ways to raise funds. It can also be one of the most surprising and exciting, because you never know who in your vast social network will make a donation! It's incredibly easy to let your network know how they can support you in Walk for Wishes to benefit Make-A-Wish.

Status Updates & Video Sharing:

To post a message, simply copy and paste your personal fundraising page URL (which can be shortened for use on Twitter using <https://bitly.com/>), along with a message about why Make-A-Wish matters to you. Post early, and post often – past success indicates that those who make an average of four postings about their fundraising garner the most gifts!

Videos posted on Facebook often score the most likes and comments. Spread the Make-A-Wish message with these heartwarming videos – and then be sure to ask folks to donate to your page! Visit us on YouTube: <http://www.youtube.com/user/makeawishSF/feed>

Be sure to follow Make-A-Wish, and re-post anything that catches your eye, along with your personal fundraising link!

Facebook: <https://www.facebook.com/SFWish>

Twitter: <https://twitter.com/SFWish>

Personal Messages:

Consider sending individual messages to those you think are most likely to donate – the personal touch goes a long way!

Facebook Profile Picture and Cover Page:

Use the Make-A-Wish or Walk for Wishes logo as your profile picture, or upload the Walk for Wishes Facebook cover photo (all available in the “Download Tools” tab at www.walkforwishesbayarea.org) to let everyone know you're raising funds for local children coping with life-threatening medical conditions.

Join the Walk event on Facebook:

Mark that you are “Attending” on our Walk for Wishes event pages so your Facebook friends will want to join you. Visit facebook.com/SFWish and click “Events” to find them

Thank supporters:

Be sure to thank your supporters in your status *and* on *their* walls. This will have the added bonus of inspiring others to donate!