



Social Media Guide

- Add your fundraising page link to EVERY message so your friends can easily access your page to donate or register. On Instagram, you can put the link in your profile.
- Make sure you are asking your friends to do something. Use words like, “Donate now,” “Share this,” or “View my fundraising page.” Remember that you have to be specific to get results.
- Thank each of your friends on their pages. You never know who else is going to read their page and possibly donate to you.
- Have fun and make it personal.
- If you have teammates on your social media channels, message them to create healthy competition.
- Use the @ symbol to tag your friends on social media. Type @ in front of someone’s name in your post.
- Don’t just use your posts to talk about your fundraising goal. Message everyone you know! Spread the word with messages, chat, etc.
- Why are you fundraising for Special Olympics? Share your story with your friends, and let them know why you are raising funds and awareness for the athletes.

Sample Fundraising Messages

I am participating in Chargers vs. Vikings Unified Flag Football to raise awareness and money for #SpecialOlympics. Please donate to support my fundraising efforts! (insert personal link) #LACvsMIN

I am participating in Chargers vs. Vikings Unified Flag Football to raise funds and awareness for #SOSCAthletes. Donate today and make a difference! (Insert personal link) #LACvsMIN

Your donation can change the lives of thousands of people with intellectual disabilities in Southern California. Support me as I #PlayUnified Flag Football for #SpecialOlympics! (insert personal link) #LACvsMIN

Sample Thank You Messages

Thank you (insert donor’s name) for supporting #SpecialOlympics. Your gift makes a big difference! (insert personal link) #LACvsMIN

Thank you (insert donor’s name) for your donation to #SpecialOlympics. You have helped bring me closer to my personal goal of \$_____ and to making a difference in the lives of individuals with intellectual disabilities! (insert personal link) #LACvsMIN

Thank you (insert donor’s name) for supporting me as I #PlayUnified Flag Football for Special Olympics. Together, we can help make a difference in the lives of children and adults with intellectual disabilities. (insert personal link) #LACvsMIN