

Social Media Guide



- Add your fundraising page link to EVERY post so your friends can easily access your page to donate or register. For Instagram, you can put your fundraising 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, tag or message them to create healthy competition.
- Use the @ symbol to tag your friends. Just type @ in front of someone’s name in your post.
- Don’t just use 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.

Suggested Posts

IMAGERY

[Click here](#) to download a Move Across California social media graphic.

SAMPLE FUNDRAISING MESSAGES

I am participating in Move Across California to raise awareness and money for #SpecialOlympics. Please donate to support my fundraising efforts! (insert personal link) #MoveAcrossCA

I am Moving Across California to raise funds and awareness for #SpecialOlympics athletes. Donate today and make a difference! (insert personal link) #MoveAcrossCA

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

SAMPLE JOIN FUNDRAISING MESSAGES

I am moving across California to raise funds for #SpecialOlympics! Join me at www.sosc.org/mac #MoveAcrossCA

Who’s ready to raise money for a great cause? Join me in fundraising for Move Across California to support the #SpecialOlympics Southern California. Learn more at www.sosc.org/mac #MoveAcrossCA

SAMPLE THANK YOU MESSAGES

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

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) #MoveAcrossCA

Thank you (insert donor’s name) for supporting me as I Move Across California for #SpecialOlympics. Together, we can help make a difference in the lives of children and adults with intellectual disabilities. (insert personal link) #MoveAcrossCA