

## Social Media Guide

One of the best ways to make your fundraiser successful is by sharing it with friends and family on social media. Whether you're hosting an event, or managing a fundraiser page sharing what you are doing and why you are doing it will help get others involved. Here are a few "Dos and Don'ts" to help you market your fundraiser successfully through social media.

### Do

- Use the share button to your page
- Tag #HandtoHold or @HandtoHold
- Use the hashtag #H2HNICUgrad
- Tag your friends who have donated to say, "thanks"

### Don't

- Make duplicate posts on pages/groups (spam posting)
- Post any inappropriate content or images
- Make every post an ask. Instead you should share inspiring and positive anecdotes as well

## Facebook

<https://www.facebook.com/HANDtoHOLD>

- Create a Facebook fundraiser and invite people. This will be a great way to keep track of people interested, share updates and thank your donors.
- Share your story and why are you fundraising for Hand to Hold.
- Share pictures, articles, etc. Keep people engaged.
- Thank donors by giving them a shout out.
- Tag us and our Hand to Hold team will be sure to share the love in return!

### SAMPLE POSTS

"Hey Family and Friends! Please join me in celebrating our #H2HNICUgrad in my fundraiser for @HandtoHold.

"NICU babies are at risk for long-term challenges including developmental delays, medical complications and learning disabilities. Please join me celebrating the milestones of my #H2HNICUgrad!"

## Twitter

[twitter.com/NICUhandtohold](https://twitter.com/NICUhandtohold)

- Introduce your fundraiser to your followers; briefly explain why you are celebrating your #H2Hgrad
- Share a link to your personal fundraising page where they can learn more.
- Tweet before, during, and after your fundraiser. Let your supporters know how your planning is going, how far away you are from your goal, and recap after!
- Remember, include @NICUhandtohold and hashtag #H2HNICUgrad in your tweets- this way we can see all your great updates and encourage you too!

### SAMPLE TWEETS

Family and friends: check out my fundraising page for @NICUHandtoHold: (URL) I am celebrating my #H2HNICUgrad

We are halfway to our goal! Please share and keep the donations going! Visit (URL) to give to @NICUhandtohold in honor of my #H2HNICUgrad

"Thank you to @USERNAME for their donation toward my fundraiser for @NICUhandtohold. Every little bit counts and you can too! #HandtoHold #H2HNICUgrad Donate at: URL"

## Instagram

[instagram.com/handtohold](https://instagram.com/handtohold)

- Take photos of your fundraiser!
- Capture the memories you create as you carry out your fundraiser! We love to see all the fun and unique ways you are raising awareness and celebrating your NICU grad.
- Feel free to include a link to your fundraising page in your bio or story.
- Tag us and you just might see your photos on our Instagram feed or story!

### SAMPLE POST



## Share by e-mail

You've Got Mail! E-mail is a great tool to use throughout the fundraising process. You can reach multiple people quickly and effectively. Your emails should convey why you are fundraising, what you are doing to fundraise, how to donate, and of course - your goal!

### SAMPLE E-MAIL

"Hello (insert name here):

NICU babies like mine are at risk for long-term challenges including developmental delays, medical complications and learning disabilities. Please join me celebrating the milestones of my #H2HNICUgrad (name).

[Hand to Hold](#) helps families before, during, and after NICU stays and infant loss by providing powerful resources for the whole family, and most importantly, one-on-one mentoring from someone who has been there.

I am committed to reaching my goal of (\$XXX.00). Please join me as we celebrate our NICU grad, (name). Please visit my fundraising page to learn more and donate today! Any amount helps. ([www.url.com](#))

Thank you for your support!

## Share with Us

Are you champion for Hand to Hold with an exceptional story? Send photos and videos of your fundraiser to [zoe@handtohold.org](mailto:zoe@handtohold.org) and show us your NICU graduate. Tell us about your goals and share your story with us. You could even be featured on the Hand to Hold blog, social media and/or newsletter.

