Top 10 ways you can use Facebook to fundraise

IG WEALTH MANAGEMENT
WALK FOR ALZHEIMER'S
Alzheimer Society OXFORD

Your fundraising can be very successful on Facebook by following a few guidelines. These tips will help you.

1. ASK FOR

Make sure you're asking your friends to do something. Use words like, "Donate now!" or "Share this!" Unless you're direct, you won't get results.

2. TELL THEM HOW

Make sure you include a brief explanation of how and where they can donate to you.

3. MAKE IT A CHALLENGE

Set a lofty goal for yourself, and let everyone know what it is. Tell them they're the only ones who can help you reach that goal. Give them something to care about.

4. TELL A STORY

Why are you participating in Walk For Alzheimer's? Tell your friends why this is important to you, and why you need their support. Make it personal.

5. PROMOTE, PROMOTE,

Don't just use your status. Message everyone you know! Spread the word messages, chat, your info box...let Walk For Alzheimer's takeover your Facebook profile until the event is over.

6. Thank

If someone donates to your team, thank them publicly through social media (as long as it is not an anonymous donation). Combine this tactic with number 7 to make it more interactive and visible!

7. WHAT'S AN @?

Use it to tag your friends on Facebook or Twitter. Type @ in front of someone's name in your status update and your post will be visible – drawing more eyes to your message.

8. SHARING IS CARING

If you add a link or a video to your post on Facebook, it adds a "share" button. Then your friends can repost your message and share with their friends.

9. LIKE/FOLLOW US

Like the Alzheimer Society of Oxford's on Facebook (**www.facebook.com/alzoxford**) and follow us on Twitter (**www.twitter.com/Alzoxford**).

10. HAVE FUN

Raising money and participating in the Alzheimer Society Walk For Alzheimer's is fun. At the end of the day, feel good about what you're doing for the cause.

11. DON'T FORGET THE HASHTAG!

Use a hashtag in your message to ensure people outside of your network see what you have written! Suggested Hashtags: #W4A or #WalkforAlzheimers or #WFA.