

How to fundraise on social media

Looking for a simple way to get some donations rolling in?

Look no further than social media! Whether you're a social media superstar or slightly technologically-challenged (you're not alone), you've come to the right place.

Important note:

If you plan on posting to Facebook, please don't click on Facebook's 'Add a Donate Button'! This will process the donation through Facebook, which means any donations received won't make their way to your fundraising total.

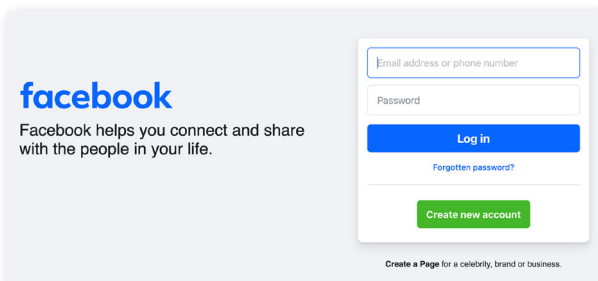
1 Visit your Dashboard page

The very first thing you need to do is visit the Perkins Plunge website to get to your dashboard page – you can do this by logging in and selecting 'Dashboard' from the drop down menu under profile name.



2 Choose where you would like to share

Once you're on your dashboard you will see some social media icons underneath **"SHARE MY PAGE"**. These icons will let you post to **Facebook**, **LinkedIn** and **Instagram** or prepare an email that you can send to your friends and family. Click on the social media icon that you'd like to share your fundraising page to.



3 Sign into your social media account

A pop-up box will appear. The box will ask you to log in to your social media account if you aren't currently logged in on your computer. Please use the pop-up box to enter your login details.

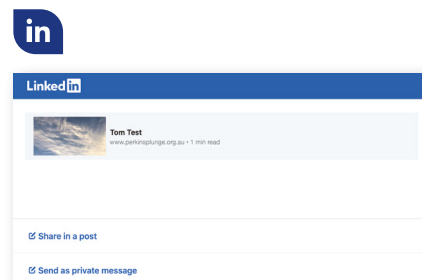
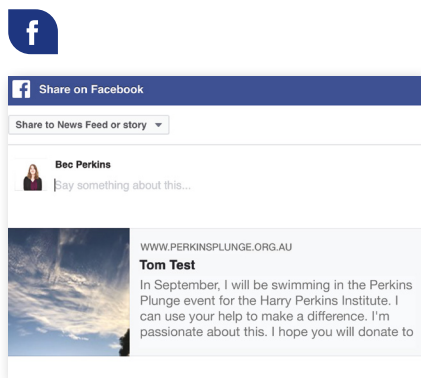
If you are already logged into your chosen social media account, please proceed to Step 4!

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4 Write a message

On your screen, a pop-up box will open and each will vary based on the platform you are posting on.



To share your fundraising page on social media, you will need to add a message in the text box. To help you get started, here are some examples we've prepared for you:



"This November I will be swimming in the @PerkinsPlunge to raise funds for vital medical research at the @Harry Perkins Institute of Medical Research. I've raised (insert amount) so far, but I need (insert amount here) to reach my fundraising goal. Would you consider making a donation of (insert amount here) to help me reach my goal? Every single dollar can help researchers get one step closer to curing cancer – once and for all. Please feel free to share this post and encourage your own friends to help me fight cancer. Thanks in advance for your generosity!"

When it comes to writing your message, you may want to include details such as:

- What the Perkins Plunge is
- Why you're fundraising for the Perkins Plunge
- What the Perkins does and why fundraising is so important
- What your fundraising goal is
- A request for your friends/followers to like or share your post (so more people can see it).

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5 Post away!

Once you're happy with your post (make sure you give it one last read!), all you need to do is click 'post'!

6 Follow up later

With your first post successfully shared, keep an eye on your notifications to see if any of your friends or family add a comment or have any questions. After a few weeks, it's a good idea to follow up with another post – just in case anyone didn't see your post or simply forgot! In your next post, you may want to share how much you've fundraised so far and how many more donations you need to reach your goal.

Hints & Tips

Give people a suggestion on how much to donate – those who list a specific donation amount raise on average 184% more than those who ask generally.

Tell your friends why you're passionate about taking part in the Perkins Plunge. It can really help to boost your donations – those who do tell people why they're fundraising raise 121% more donations than those who don't.

Explain what the money people donate will do and how it will help – at the Perkins, all funds raised from the Perkins Plunge go directly to supporting cancer researchers.

Make sure to update and thank those that have donated! People love seeing how a fundraising campaign they have donated to is progressing, and appreciate the gratitude for their contribution.

Tag the Perkins on social media so your friends and followers can click through and learn more about why WA medical research is worth supporting.

On Facebook and LinkedIn, type @Harry Perkins Institute of Medical Research.
You can also tag the Perkins Plunge page at @PerkinsPlunge in your Facebook post.

Posting on Instagram, tag the Perkins @perkinsinstitute.

Don't forget to use the official Plunge hashtags **#PerkinsPlunge**.

Good luck with your fundraising!

Get in touch
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