

# Social Media Fundraising Tips

Social media is a great tool to help you connect with others and raise money for lifesaving kids' cancer research. Here are helpful tips and sample posts to get you started.

## Promote Your Participation

- Create a post with a link to your fundraising page and share why you are involved/who got you involved.
- Share progress updates toward your fundraising goal.
- Tag St. Baldrick's Foundation in your posts and add these hashtags: #StBaldricks #ConquerKidsCancer #RockTheBald
- Share [inspiring stories](#) of Honored Kids, [childhood cancer stats](#), and [fun facts](#) about St. Baldrick's.
- Re-share posts from the St. Baldrick's social media platforms.

## Facebook

- Start a Facebook Fundraiser from your St. Baldrick's participant dashboard to reach more friends.
- Create a Facebook Group page and invite your entire friends list. In this group, highlight your top participants, teams, sponsors, and pre-event fundraisers (ie. restaurant give back nights).
- Update your cover photo with a St. Baldrick's one. Browse our [cover photos](#) to select an image.
- Thank friends who donate by tagging them in a shout-out post. They'll appreciate the recognition!

## X (Formerly Twitter) & Threads

- Retweet/quote tweet from St. Baldrick's and use hashtags to get noticed. Here are some additional [tweeting tips](#). *Don't forget to tag St. Baldrick's!*

## Instagram

- Add your St. Baldrick's fundraising link to your bio. In your photo captions or stories, mention the link can be found in your bio for those who want to donate.
- Create an Instagram Reel to get others excited about supporting your efforts!
- Add an Instagram Story with a countdown sticker to your event date. Also, include a donate sticker to make it easy for folks to donate.  
*Please note, to move these donations to your fundraising page, please contact [Donations@StBaldricks.org](mailto:Donations@StBaldricks.org).*

## LinkedIn

- Reach out to your connections to solicit donations and potential employer matches.
- Share our blog about [Employee Giving ideas](#).

## TikTok

- Reshare your TikToks on other platforms to get the word out about your event.
- Challenge a friend to join you with getting involved with St. Baldrick's. Example: Make a duet or dance challenge.

## Quick Tips

### Follow Us on Social Media

[@StBaldricksFoundation](#)  
[@stbaldricks](#)  
[@StBaldricks](#)  
[@stbaldricks](#)  
[@stbaldricksfoundation](#)  
[@StBaldricksFoundation](#)  
[@st-baldricks-foundation](#)



### Pick Your Days

Promote your fundraising on special days like your birthday, Christmas, or Giving Tuesday.

### Use Our Hashtags

#### Primary Hashtags:

#StBaldricks  
#ConquerKidsCancer  
#RockTheBald  
#GiveKidsALifetime  
#ResearchIsHope

#### Secondary Hashtags:

#KidsCancer  
#KidsCancerResearch  
#ChildhoodCancer  
#ChildhoodCancerResearch  
#PediatricCancer  
#PediatricCancerResearch  
#Cancer  
#SocialGood  
#SocialImpact  
#Philanthropy



### Questions?

Direct message us on any channel!  
You can also email us at  
[Fundraising@StBaldricks.org](mailto:Fundraising@StBaldricks.org).