

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. *Pro tip:*

Promote your fundraising on special days like your birthday, National Volunteer Week, or Giving Tuesday.

FIRST, FOLLOW ST. BALDRICK'S ON SOCIAL MEDIA

[Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#) | [TikTok](#)

NEXT, PROMOTE YOUR PARTICIPATION:

- Create a post with a link to your fundraising page and share why you are involved.
- Share progress updates toward your fundraising goal.
- Tag @StBaldricksFoundation in your posts and add these hashtags:
#StBaldricks #ConquerKidsCancer #3PDL5IF#BME
- 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

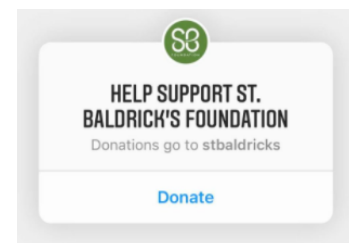
- From your St. Baldrick's participant dashboard, create a Facebook Fundraiser to reach more friends.
- Create a Facebook Group page and invite your entire friends list. In this group, highlight your top participants, teams, sponsors, and pre-event fundraisers.
- Update your cover photo with a St. Baldrick's image. Browse through this [Facebook photo album](#).
- Thank your friends and tag them when they donate. They'll appreciate the recognition!

TWITTER

- Retweet from @StBaldricks and use hashtags to get noticed (see page 2 for suggestions).
- Here are some additional [tweeting tips](#).

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 a reel video to get others excited about supporting your efforts!
- Add a story with a countdown sticker to your event date. Include a donate sticker to make it easy for your followers. **Please note, to move these donations to your fundraising page, please contact 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.

SAMPLE FUNDRAISING SOCIAL MEDIA POSTS

Make sure to fill in the [\[link\]](#) and [\[\\$ amount\]](#) with your own info.



JOIN ME

I'm participating with @StBaldricks Foundation to raise money and fund cures for kids with cancer. Join me and together let's #GiveKidsALifetime: [\[link\]](#)

DONATE

Remember the time I said I was raising funds for kids' cancer research? Well, my @StBaldricks event is coming up in just a few days. Donate today to help me reach my goal and #GiveKidsALifetime: [\[link\]](#)

THANK YOU

I did it! I raised [\[\\$ amount\]](#) for lifesaving childhood cancer research, all thanks to you! Together, we're helping @StBaldricks #GiveKidsALifetime. [\[link\]](#)

SO, THERE YOU HAVE IT!

A few tips for using social media to reach your fundraising goals.

Questions?

Direct message us on any channel! You can also email us at Fundraising@StBaldricks.org.