

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.

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 St. Baldrick's event page and share why you are involved.
- Share progress updates toward your event fundraising goal.
- Tag @StBaldricksFoundation in your posts and add these hashtags:
#StBaldricks #GiveKidsALifetime #ConquerKidsCancer #childhoodcancer #cancerresearch.
- Share inspiring stories of Honored Kids, [childhood cancer stats](#), and fun facts about St. Baldrick's.
- Check out our [blog](#) for stories, images, and links to share.
- 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 profile picture (search "St Baldrick's" to find the [profile frame](#) for you). Plus, 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. For additional questions, message us on [Facebook](#), tweet us @StBaldricks, email Fundraising@StBaldricks.org, or call 888.899.BALD (2253).

