

# Social media tips and tools

## march for babies<sup>®</sup>

### Social media is an easy way to fundraise for March for Babies!

Not sure how to get started? Like us on Facebook and follow us on Twitter and Instagram for great, shareable images and videos. Include [#marchforbabies](#) in all your posts, so we can help promote your progress.

### Use these 5 tips for successful social media fundraising:

- 1 Post early and often** — post the link to your March for Babies fundraising page as soon as you sign up this year! Keep posting team updates throughout the season to update your friends and family on your progress, reminding them it's time to donate.
- 2 Share your story** — tell everyone why you walk! Fundraising for an important cause is personal, so share inspiring stories, photos and videos across your sites.
- 3 Thank your donors** — give them a shout-out on social media as soon as they contribute. A little appreciation goes a long way!
- 4 Ask others to share** — encourage your coworkers, friends and family to share your fundraising link and posts to reach more people. It'll be even more effective if they post a personal note about your impressive March for Babies commitment.
- 5 Finish strong** — share photos of your team on walk day and thank your donors for their support. Don't forget to post next year's walk date as soon as it's announced to gain momentum for next season.

