



# Food Allergy Heroes Walk Social Media Fundraising

## Social Media Fundraising Guide

Social media is a great way to let your connections know that you're participating in Food Allergy Heroes Walk, to ask for donations, and share your fundraising success with your networks.

Be sure to download our Boundless Fundraising app – it does most of the work for you and even includes a “donate” button on each post so someone can be directed to your page! To access it, log in and start posting, tweeting, and sharing your reason for walking in the 2018 Food Allergy Heroes Walk.

## Use the sample messages below to post to your online networks.

### Message #1: After you Register

15 million people in this country perform daily acts of courage because they live with food allergies. I understand what that's like, because [insert daily act of heroism you or your family performs every day] – and that's why I registered to Food Allergy Heroes Walk. Check out my fundraising page here, and join me to honor and protect the food allergy heroes in your life. [insert link to personal fundraising page] #FoodAllergyHeroesWalk

### Message #2: Making an Ask

Every three minutes, a food allergy reaction sends someone to the emergency department. And with every reaction, a parent, friend, or sibling performs an act of heroism to react and protect their loved one. I'm fundraising for Food Allergy Heroes Walk so that heroism doesn't have to happen every three minutes. 'Will you support me by donating [\$XX] to my fundraising page today? [link to your fundraising page] FoodAllergyHeroesWalk

### Message #3: Halfway to Goal

I'm halfway to my fundraising goal for Food Allergy Heroes Walk! Thank you! I'm committed to hitting my goal, so to jumpstart the second half of fundraising, I've donated [\$XX] to my fundraiser. Will you help me reach 100% by matching my donation today? [link to your fundraising page]  
#FoodAllergyHeroesWalk

### Message #4: Two Weeks Before the Walk

In just 14 days, I will join thousands of families in [city name] in the Food Allergy Heroes Walk. That means better treatment, more awareness, and less fear for those with food allergies – especially kids. Will you donate to my fundraising page to help me reach my goal before walk day? [link to your fundraising page] #FoodAllergyHeroesWalk

### Message #5: After the Walk (post with photo of the walk)

Thank you to everyone who donated to my Food Allergy Heroes Walk fundraiser! This year's walk was a truly moving experience for me, because [insert detail about the walk today]. I am proud to have contributed [\$XX] of the [total funds raised in your city] raised in [your city] this year, and I look forward to seeing how this impacts the lives of our neighbors. #FoodAllergyHeroesWalk

#### Remember to:

- Always link to your personal walk fundraising page
- Publicly thank your donors, team members, and other supporters on social media.
- Share with them the impact of their donation using a statistic from one of our online resources.
- Add an automatic link to the bottom of your email signature with a link to your personal fundraising page and a message with information about your participation in the Walk.
- Post photos or video from the day of the walk, or of any fundraising activities that you do along the way