



fundraise
FOR RECOVERY

SOCIAL MEDIA TOOLKIT



Adult & Teen Challenge
Minnesota

SOCIAL MEDIA FUNDRAISING *tips & tricks*

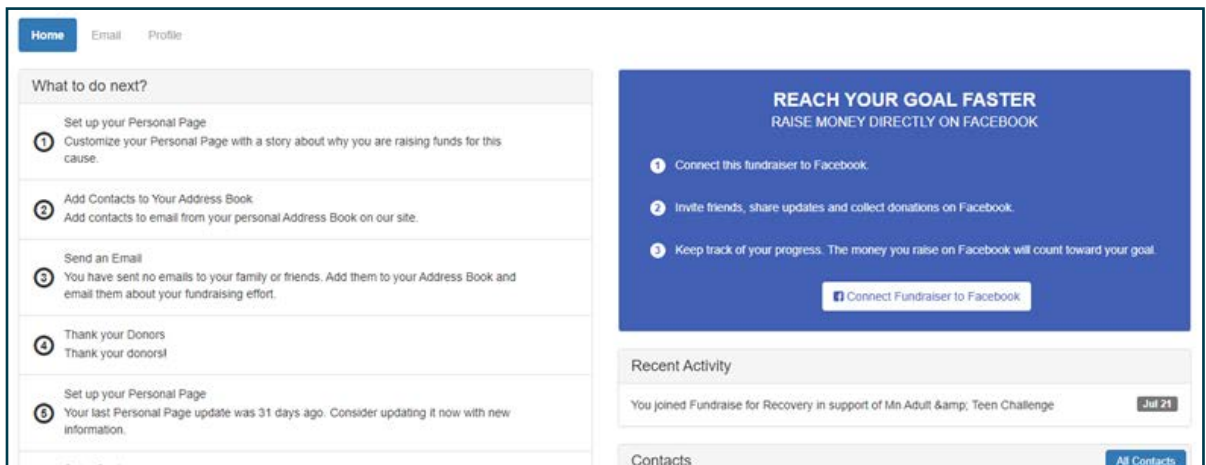
We highly recommend using your personal social media networks to increase the success of your fundraiser! Here are a few instructions on how to set up your personal fundraising page on Facebook AND a few helpful ideas to encourage your family and friends to participate!

SETTING UP YOUR PERSONAL FUNDRAISING PAGE ON FACEBOOK

You can easily connect your personal fundraiser to Facebook to help meet your goal by following these simple steps:



Once you have registered for Fundraise for Recovery, click the blue “Fundraise on Facebook” icon in your Participant Center.



Follow the prompts to login to Facebook and connect your page. You may need to enter your same credentials as usual to allow Facebook to open.



Click Continue/OK to connect to the TeamRaiser App.

Woohoo! You now have your own page within Facebook to make it easy to **INVITE** friends to see your fundraiser, **SHARE** with others and **POST!**

Ideas

to encourage participation
on Facebook

#1 - Invite

Click the blue "Invite" button on your Facebook Fundraising Page to share your page to all your friends.

#2 - Share

Click the "Share" icon to share your MnTC fundraiser on your personal Facebook newsfeed for all to see.

#3 - Post

Create your own posts to inspire others to join you or give a gift towards your fundraising goal. Go to your home page, then copy and paste text, links or photos into the "what's on your mind" box, and click post! Here are a few resources and ideas we encourage you to use:

STATISTICS

- Across the nation Fentanyl overdose deaths have increased nearly 600% in the last decade.
- Methamphetamine overdose deaths have more than doubled in the last 5 years.
- In Minnesota, Opioid related deaths have increased by 50% in the last 2 years.
- In Minnesota, 70% of prescription pill abusers are able to get them through friends and family.

VIDEOS OR PHOTOS

- [Matt's Testimony](#)
- [Sara's Story](#)
- [Stories of Hope](#)
- [Follow MnTC on Facebook](#) & share our photos/videos

UPDATES

- Give fundraising progress updates & ask for donations

POST PROMPTS

- What is one thing that you would want your friends to know about addiction and substance use?
- How has addiction impacted your life?
- Why are you passionate about raising funds for MnTC... what do you know that these funds can do?
- Is there a specific individual you are honoring? What do you want people to know about him/her?
- Download and share our "Why I Fundraise Sign" to help start these conversations with your friends and family.