

How to promote using social media

Take lots of photos

Regularly posting pictures (including a profile photo) can boost donations by an incredible 23%. It's a quick and easy way to keep your supporters in the loop. And it's often the first thing your donors will notice on your page. Share on your Instagram, Facebook and X (formerly Twitter) accounts for full effect.

Tell everyone why you're fundraising

Sharing your story on social media is a great way to engage your donors. Plus, you'll create a personal connection with the charity. You could potentially raise up to 60% more in donations!

When writing a story for your fundraising page, think about these questions:

- Why are you fundraising for us? Is it a personal connection, a personal challenge or a personal journey?
- Are you fundraising in memory of someone?
- What does Guy's & St Thomas' Charity mean to you?
- Why do you think our work is important?
- Why should your supporters donate, and how will their money help?

Press the share button

Now you're all set up with your story and photos, sharing your page is the best way to increase donations. And it's quick and easy to do. Facebook, Instagram, X, TikTok, Snapchat and LinkedIn are fantastic platforms to reach as many supporters as possible. Make the most of them!

Connect online fitness groups and apps

Are you taking on one of our exciting challenges? Connect online with other fundraisers doing a similar challenge and share your journey with each other. Raise more by letting supporters track your progress through a Strava account or digital fitness app.

Create a sense of urgency

Give friends and followers a reason to sponsor you right away by giving a specific deadline. For example, you could encourage them to contribute on a meaningful date, such as: "Please can you donate £10 on 10 April to celebrate my birthday? I'm raising



funds to help Guy's and St Thomas' stay one step ahead and transform people's experience of care.”

Keep the momentum

Share posts every few days to remind people what you're doing and build momentum. If you're taking part in a challenge event, keep everyone up to date on your training progress, and don't forget to share training photos too.

Share meaningful moments

Create 'moments' during your fundraising journey to give people a reason to donate. For example, share your fundraising target, training milestones, event preparations or simply say thank you.

How to boost your social media fundraising

Use these handy tips to make the most of your social channels and see those donations flood in:

- **Start with a bang:** Kick-start your fundraising by telling people about your goal and why you're supporting Guy's & St Thomas' Charity. Don't forget to say thank you for any donations.
- **Give regular updates:** Keep everyone engaged with regular updates on your fundraising journey. Challenge friends and family to help you smash your fundraising target with posts like, "I've hit £150! Can anyone help me get to £200?" You can do this every few weeks as you approach new fundraising targets.
- **Do social shoutouts:** Publicly thank your donors to create a positive vibe around your fundraising. For example, "Big thanks to Jen, Sunita, and David for their donations – I'm now at £100. Thanks everyone for your support."
- **Share your journey:** Share any noteworthy experiences or amusing anecdotes from your training or event preparations to keep people interested.
- **Make it visual:** Use photos or videos to bring your fundraising to life. The more humorous, the better. You don't need fancy equipment, a simple phone camera will do.
- **Post reminders:** Provide regular reminders as your event approaches to encourage last-minute donations. For example, "I can't believe I'll be running 26.1 miles next week. If anyone can spare a donation, I'd be incredibly grateful."
- **Reinforce your cause:** Remind everyone why you're fundraising for Guy's & St Thomas' Charity, emphasising the importance of their support.
- **Target certain dates:** Significant dates can prompt donations. For example, "As

it's payday, can anyone spare a few pounds to support my skydive?"

- **Focus on people you know:** You're more likely to get support from your social media contacts than from strangers. Avoid contacting celebrities directly, as you're unlikely to receive a reply. If you do get in touch, personalise your message and approach them respectfully.
- **Create a hashtag:** Create a unique hashtag so people can easily follow your fundraising journey and donate when they're ready. Make sure it's memorable and explains your fundraising activity.
- **Contact local media:** Create a buzz around your fundraising by sending out a press release to local media. Provide plenty of details about your fundraiser and the charity to attract attention.
- **Design fundraising posters:** Create posters about your challenge, event or activity and its impact. Include a QR code that links to your fundraising page for easy donations. Display the posters in your local community to spread the word.
- **Encourage social sharing:** Ask friends and family to share your fundraising page to reach more people and increase your donations.
- **Make a video:** Star in your own video that brings your fundraising story to life. Explain how donations will support the incredible NHS staff and exceptional healthcare provided by Guy's and St Thomas'.

