

## USING SOCIAL MEDIA TO MAKE FUNDRAISING EASY

### THE OCF FUNDRAISING FUNNEL?

set a target

COOK *sky is the limit*

WALK *morning tea chocolates fancy dress*

ENJOY *ride*

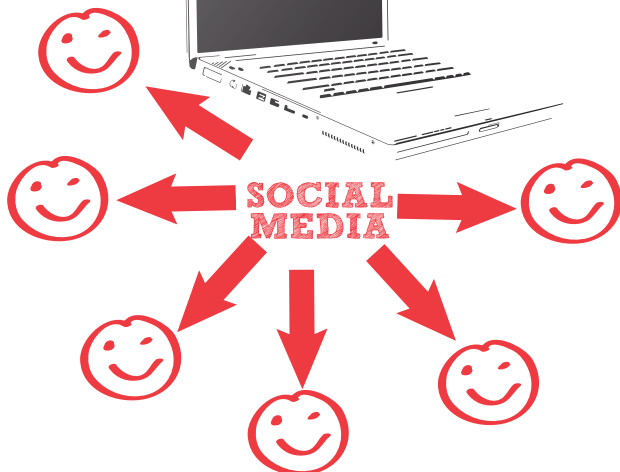
CYCLE *raffles*

ASK *garage sale*

EMAIL *spread the word*

INTERNET *facebook*

EVERYDAY HERO *ask your employer*



#### SET YOURSELF A TARGET

Set a fundraising goal that will be challenging and rewarding. Strive to make a difference, the sky is the limit! And get cracking – the earlier you start, the easier it will be.

#### EMAIL AND SOCIAL MEDIA

Using emails and social media is the easiest way to fundraise and is the key to success! Promoting your Everyday Hero link will allow people to support you quickly, easily and securely.



**Emails** – we will provide you with emails designed to encourage people to support you. Just upload your contact list, add a personal message about your endeavour, and include your Everyday Hero link. Easy!



**Facebook** – Use status updates, photo uploads, inbox messages and events to tell the world about your challenge, keep them up to date with your progress and promote your Everyday Hero link.



**Twitter** – Tweet your challenge and Everyday Hero page to the world! Also, Twitpic is a cool way to post pictures of you training and achieving your milestones along the way.

#### ENJOY YOURSELF

Fundraising can be an extremely rewarding experience and lots of fun. Our best advice is to tailor activities around your passions and interests. Get creative!

Cook up a storm with a fundraising dinner party  
Invite your friends to a fancy dress party  
Run a raffle at work with creative prizes  
Create a charity sporting challenge  
Host a drinks function at work

#### ASK YOUR EMPLOYER

Your workplace may have a strong and proactive social responsibility program. Don't forget to ask your employer to match your fundraising dollar for dollar.



