

# THE SHATTERPROOF™ CHALLENGE

# Using Social Media to Fundraise


YOUR CHECKLIST FOR FUNDRAISING SUCCESS!



Include stories about why you are fundraising



Post photos and videos



Every update should include a link to your personal fundraising webpage

Share information about Shatterproof and how fundraising helps



Ask your friends to share your fundraising webpage with their friends

If you are participating in an athletic event, post regular updates about your training



Tag your donors in your posts that thank them for their donation



Highlight fundraising milestones as you reach them

When you get close to your goal encourage your friends to help you reach and exceed it



Don't only post about your fundraising activities, it should supplement your social media activity, not replace it.

**YOUR GOAL:**

Learn more or get involved today at [shatterproofchallenge.org](http://shatterproofchallenge.org)

