

10 Social Media Tips to Boost Your Fundraising for the Vancouver Charity Challenge

Engaging your network will be the key to fundraising success! Use these easy to implement social media strategies to inspire donations from family, friends, and colleagues while supporting the mission of the Tumour Foundation of BC.

1. Tell Your Why

People give to people. Share why you're participating, what the cause means to you, and the impact their donation can make. A personal connection makes all the difference!

Example:

"Last year, my son was diagnosed with a tumour condition called neurofibromatosis (NF). It was overwhelming for our family, but the support from the Tumour Foundation of BC helped us find resources, hope, and a community. That's why I'm running in the Vancouver Charity Challenge—to raise funds so that more families get the help they need."

2. Make It Personal

Instead of just sharing a link, add a heartfelt message or a short video explaining why you're fundraising. A quick selfie video (30-60 sec) can increase engagement.

Example Message:

"Hey everyone! I'm lacing up my sneakers and joining the Vancouver Charity Challenge to support the Tumour Foundation of BC. This cause is close to my heart because my best friend lives with NF, a tumour disorder that has no available treatments to ease her chronic pain. If you can, please consider donating—every dollar makes a difference! Even if you can't donate, a simple share helps spread the word. Thank you so much!"

3. Set a Clear Goal

People love to help others reach goals! Whether it's \$250, \$500, or \$1,000, share your fundraising progress and celebrate milestones along the way

Example Post:

"I'm halfway to my fundraising goal of \$500! Huge thanks to those who have donated so far—your support means the world! If you haven't yet, there's still time to help me cross the finish line! Donate here: [Insert Link]"

4. Use the Power of Stories

Instagram & Facebook Stories disappear in 24 hours, making them a great way to keep fundraising top of mind. Share updates, donor shoutouts, and behind-the-scenes training moments!

Story Ideas:

- ✔ A time-lapse video of your walk/run
- ✔ A "Meet the Cause" post about who benefits from the fundraiser
- ✔ A daily countdown to event day

5. Create a Fundraising Challenge

Make it fun! Challenge your friends to donate \$10 each or match your first \$50 raised. Encourage them to share and tag others.

Example Post:

"I'm kicking off a 5-Day \$10 Challenge! If just 10 people donate \$10, we can raise \$100 today! Who's in? Drop a ❤️ in the comments after donating and tag a friend to keep the challenge going!"

6. Post Regular Updates

Don't just ask once! Share regular updates like:

- How far you've walked/ran
- A 'thank you' post for donors
- The impact of donations on the cause

Example:

"One week to go! I've been training and fundraising for the Tumour Foundation of BC, and I'm so close to my goal. Thank you to everyone who has supported me so far! If you'd like to contribute, here's the link: [Insert Link]"

7. Use Hashtags to Expand Your Reach

Tag your posts with event and cause-related hashtags like: #VanCharityChallenge #RunForACause #MakeAnImpact #WhyIRun #RunforNF

8. Tag and Engage Your Network

When you post, tag friends, family, and colleagues who might support your cause. Commenting on their posts and engaging with them can also boost visibility.

Example:

"Big thanks to @Sarah and @Mike for your generous donations! I couldn't do this without your support. Who else wants to join the cause? Let's make a difference together!"

9. Make Donating Easy

Always include your fundraising link in your bio and in every post. On Instagram, use the 'Link in Bio' feature or post in your Stories with a 'Swipe Up' or donation sticker.

Example Post:

"Did you know just \$20 can help provide educational resources for families navigating a neurofibromatosis diagnosis (OR \$20 can support awareness campaigns to ensure earlier diagnoses and better treatments for individuals with NF OR \$20 helps provide support groups and resources for individuals and families affected by NF). Click the link in my bio to help me reach my goal!"

10. Say Thank You Publicly

Shout out your donors! A quick post or a personal message of appreciation makes people feel valued and encourages others to contribute.



Example:

"A huge THANK YOU to everyone who has donated so far! Your generosity is changing lives. If you haven't donated yet, there's still time to support this incredible cause! [Insert Link]"