



# Use Social Media to Make HOPE Happen

Did you know that fundraisers who connect their personal fundraising page to Facebook raise 40% more than those who don't? Add Twitter, Instagram, You Tube, Google+ and more to the conversation and you can see the potential.



## Facebook

- Become a fan of Project HOPE on Facebook at <https://www.facebook.com/ProjectHOPEorg?ref=mf>
- Update your status at least **two times per week** with information about why you care about Project HOPE and what they can do to support you!
- Always include the link to your **Personal Fundraising Page** to make donating simple!
- Create a Facebook Event to help advertise for any events that you are planning. People can RSVP directly on the event page and/or share the information with their friends.
- Update your profile to include your **Personal Fundraising Page** link.



## Twitter

- Follow Project HOPE on Twitter at [@projecthopecorg](#)
- Tweet about your fundraising progress, let followers know you are seeking donations.
- Always include the link to your **Personal Fundraising Page** in tweets.
- Update your profile to include your Personal Fundraising Page link.



## Instagram

- Follow Project HOPE on Instagram at [@projecthopecorg](#)
- Post photos of event planning in action and event day. If you are running a marathon, snap a selfie while training. Anything that reminds you of Project HOPE is an opportunity to snap a picture and promote your fundraising efforts.
- Always include the link to your **Personal Fundraising Page** in your Instagram posts.
- Update your profile to include your Personal Fundraising Page link.

**Tag It** - Follow along by using [#makehopehappen](#) and [#projectHOPE](#) on all social media posts.