



# PASSION

## at every step

### The Susan G. Komen 3-Day<sup>®</sup> Social Fundraising Toolkit

**SOCIAL MEDIA TOOLS TO GET YOU TO YOUR  
KOMEN 3-DAY FUNDRAISING GOALS**

susan g. komen  
**3-Day<sup>®</sup>** 

# 10 Tips for Mastering the Basics

Before we get into the specifics, we've outlined 10 tips to ensure your success!

- 1. Share your personal story.** It's what sets you apart from all the other stories a potential donor may hear or see on social media. Share your WHY.
- 2. Personalize your fundraising page.** When donors go to your link, they can learn more about your story and reason for participating. You can even add a photo or video.
- 3. Follow up with donors.** This is KEY to your success. It's not a nuisance or bothersome. To hit your goals, you'll need to follow-up multiple times.
- 4. Ask EVERYONE you know for a donation.** Don't make assumptions about whether someone can support you or not. It's up to each individual to decide what's important to them and how they want to use their money. Your job is to ASK!
- 5. Try not to ask for anything less than \$60.** Keep in mind, the most frequent donation amount you will receive will likely be the amount you ask for. No one will donate more than they're comfortable giving regardless of how much you ask for.
- 6. Get creative.** 1 in 8 women will be diagnosed with breast cancer in their lifetime. Post on social media challenging your network for eight donations in one hour.
- 7. Thank your donors immediately and publicly.** You never want someone to wonder if you received their donation. And thanking people publicly will help you pick up additional donors and donations.
- 8. Once you've hit your goal, increase it!** Donors who have yet to give will likely give you less than intended or not at all if they see you're already at your goal.
- 9. Make a final ask the day before your event.** You'll be surprised at how many people wait until the very last second (or who thought they missed their chance).
- 10. Find ways to include your donors in your event experience.** Share photos from the route. Send a post-event recap. Wear a shirt/hat/sash, etc. with the names of all your donors. Ask them who they know who has been touched by a breast cancer diagnosis so you can think of that person while you're participating in the 3-Day.





# Three is the magic number.

The toolkit is broken out into three simple phases:

# 1

## GETTING STARTED

What you need when you're just starting out

# 2

## HALFWAY POINT

How to change things up once you've reached the halfway point

# 3

## BIG FINISH

How to end on a strong note

For each phase, we have provided instructions on how to draft your message along with images or videos you can upload to make sure your social posts get attention!

Using this social media toolkit is easy. Copy and paste the example posts and customize to make them work for you. Click on any visual to download to your device and then upload onto your social media accounts. Publish and wait for your donations to come rolling in. (But you know we're just getting started. Don't stop here—make sure you continue with phase two and three.)

[DOWNLOAD ASSETS HERE](#)



# Phase 1 | Getting Started

A

## ASK FOR A SPECIFIC AMOUNT



### FACEBOOK

I have committed to walk **60/40/20 miles (or crew)** at the Susan G. Komen 3-Day® to raise money for the fight to end breast cancer. I am **walking/crewing** because **(insert why/who you are walking for)** Will you help me meet my goal of **\$X** by making a donation of **\$Y** today? Thank you for your support!



### INSTAGRAM

I am walking **60/40/20 miles (or crewing)** in the Susan G. Komen 3-Day® to raise money for the fight to end breast cancer. I am walking because **(insert reason/person)**. Will you help and donate **\$X** today? Donate at the link in my bio to help me meet my goal. Thank you! #The3Day

*Don't forget to add your fundraising link to your Instagram bio.*







## Phase 1 | Getting Started

**B**

### ASK FOR DONATIONS BY A SPECIFIC DATE



#### FACEBOOK

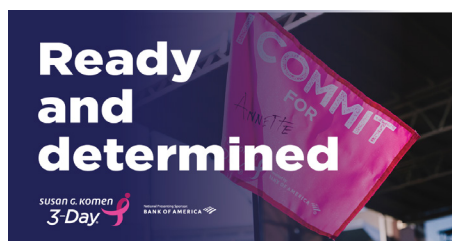
I have taken on an incredible challenge. I have committed to walk **60/40/20 miles**, arm-in-arm with a passionate community determined to end breast cancer. Can you help me reach my fundraising goal of **\$X** by **(insert date)**? Will you please donate today? Thank you!

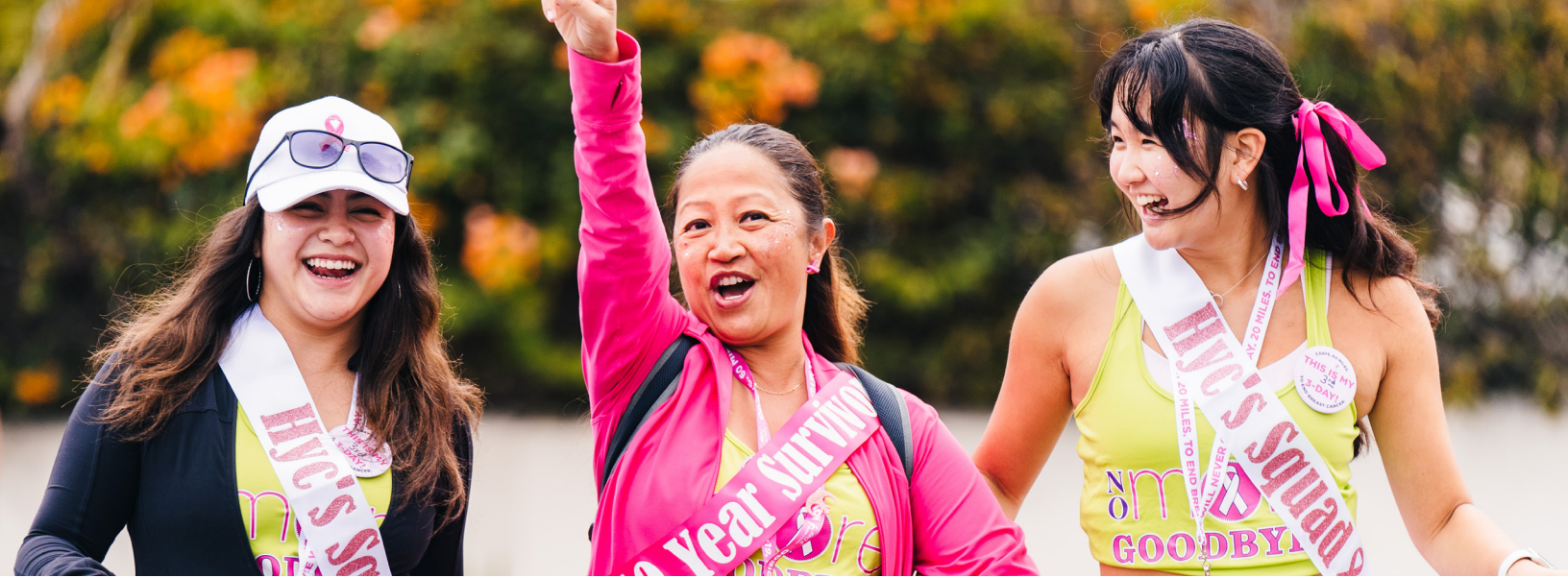


#### INSTAGRAM

I am determined to meet my fundraising goal of **\$X** for @komen3day by **(insert date)**. Support me today by making a donation at the link in my bio! Join me in honoring **(insert name/relationship)** who **(insert reason)**.

*Don't forget to add your fundraising link to your Instagram bio.*





## Phase 2 | Halfway Point

A

### SHARE YOUR PROGRESS



#### FACEBOOK

Thank you to all my amazing donors!  
I'm halfway to my goal of **\$X** for the Komen 3-Day. I've raised **\$X** so far!  
Can I count on you to donate before **(insert date)**? Thank you for your generous support of this cause so near and dear to my heart!



#### INSTAGRAM

I'm 50% to my fundraising goal for the @komen3day! Please help me get one step closer to meeting my goal by **(insert date)**. Donate at the link in my bio to help end breast cancer forever!  
#The3Day

*Don't forget to add your fundraising link to your Instagram bio.*







## Phase 2 | Halfway Point

**B**

**SHARE YOUR PERSONAL DONATION  
AND ASK FOR A MATCH**



### FACEBOOK

I am halfway to my fundraising goal of **\$X** for the Susan G. Komen 3-Day. I am making my own donation of **\$Y** today to support a cause that means so much to me. Will you match my donation? With your help, we can save lives and end breast cancer forever. Thank you for your generous support!



### INSTAGRAM

Match me! Today I donated **\$X** to help end breast cancer. Will you match my donation? Donate at the link in my bio! #The3Day

*Don't forget to add your fundraising link to your Instagram bio.*





## Phase 3 | Big Finish

A

SHARE THAT IT IS NOT TOO LATE TO DONATE!



### FACEBOOK

I'm only **\$X** short of my fundraising goal of **\$Y** before heading to the Susan G. Komen 3-Day. It's the most incredible experience where everyone is fueled by the same mission and promise; to end breast cancer once and for all. Will you please chip in **\$X** to get me to my personal fundraising finish line? Thank you for your support. I can't wait to share the experience from my journey.



### INSTAGRAM

One day left before the big event but It's not too late to donate to support me for the @komen3day! Go to the link in my bio today to help get me to my personal fundraising finish line as I prepare to walk **20/40/60** miles in the fight to end breast cancer. Thank you! #The3Day

*Don't forget to add your fundraising link to your Instagram bio.*







## Phase 3 | Big Finish

**B**

**GO BEYOND THE MINIMUM**



### FACEBOOK

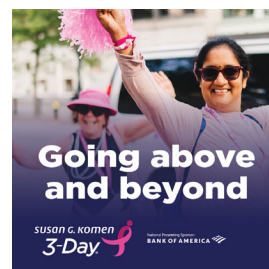
Thank you to the **X** number of donors who have supported my Susan G. Komen 3-Day journey so far. Together WE have raised **\$X**. While I'm 100% to my fundraising goal, I haven't met my donor goal. I'm hoping to secure **X** more donations to hit that goal. If you haven't donated yet, there's still time!



### INSTAGRAM

Thank you! With all your support, I met my fundraising goal of **\$X**. There are just **(insert # of days)** to go until the @komen3day, and I've challenged myself to raise **\$Y** more! Will you help me make an even bigger impact in the fight to end breast cancer? Donate now at the link in my bio.

*Don't forget to add your fundraising link to your Instagram bio.*



# What else can you do?



## FACEBOOK

Adding a Facebook Fundraiser is one of the easiest and fastest ways to reach your fundraising goal. Log in to your 3-Day Participant Center to set up a Facebook Fundraiser that links directly to your 3-Day fundraising account. If you're not using your Facebook Fundraiser to post messages, add the URL of your personal page to the end of any message you share or send on Facebook.

Don't forget to "like" the Susan G. Komen 3-Day at [facebook.com/the3day](https://facebook.com/the3day) and post on our wall to update us on your progress. You can also tag us (@Susan G Komen 3-Day) in your Facebook posts so others can link to our page too!

You should also join your local 3-Day group to get new fundraising ideas and connect with your fellow 3-Dayers. Find us at:

[facebook.com/groups/KomenNewEngland3Day](https://facebook.com/groups/KomenNewEngland3Day)

[facebook.com/groups/KomenDenver3Day](https://facebook.com/groups/KomenDenver3Day)

[facebook.com/groups/KomenDallasFortWorth3Day](https://facebook.com/groups/KomenDallasFortWorth3Day)

[facebook.com/groups/KomenSanDiego3Day](https://facebook.com/groups/KomenSanDiego3Day)

You can find images to liven up your Facebook posts on [The3Day.org/Fundraising](https://The3Day.org/Fundraising), including shareable fundraising progress graphics, cover photos and profile images. Sharing images with your updates helps your status stand out!



## INSTAGRAM

You can use many of these same posts on Instagram! Just make sure you accompany them with your favorite 3-Day photos. These can be of you and your team, you during your training or fundraising efforts or you and the person who has inspired you to walk.

Don't forget to follow the 3-Day at [instagram.com/komen3day](https://instagram.com/komen3day) and use #The3Day in your posts. You can also use a specific hashtag for the event you're walking:

#NE3Day for New England  
#DV3Day for Denver

#DFW3Day for Dallas/Fort Worth  
#SD3Day for San Diego