

# Social Media, Texting, and Email Toolkit



One of the best ways to generate buzz and share details about your Do It Yourself (DIY) fundraiser is by involving your personal connections. This toolkit will help you spread the word through sample social media, text, and email messages and quick how-to guides. Harness the power of your personal and professional networks to promote your **DIY** fundraiser.

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# Social Media

Whether you are a digital native using Twitter, Snapchat, and Instagram or you joined Facebook today, fundraising on social media can be a bit of a headscratcher for most people. Follow these easy tips and you'll be a social media fundraising pro in no time.

## Here are some important guidelines for posting on each network:

On **Facebook**, posts with images or videos are more engaging than ones that only include links. So, when possible, use an image with your content!

Your followers on **LinkedIn** are primarily professionals, so you will want to gear your posts on there to be more formal than other channels.

Links are not clickable on **Instagram** posts. If you choose to post on this site, add the link to your Instagram profile, and mention in your post that the link is in your profile ("Link in bio"). You can also add a clickable link sticker to your Instagram Story, but remember that this will only be visible for 24 hours.

## Follow the Foundation on social media and be sure to tag us in your online posts!



Twitter [@CrohnsColitisFn](https://twitter.com/CrohnsColitisFn)



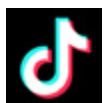
Facebook [CrohnsColitisFoundation](https://www.facebook.com/CrohnsColitisFoundation)



Instagram [@CrohnsColitisFoundation](https://www.instagram.com/CrohnsColitisFoundation)



LinkedIn [Crohn's & Colitis Foundation](https://www.linkedin.com/company/Crohn's & Colitis Foundation)

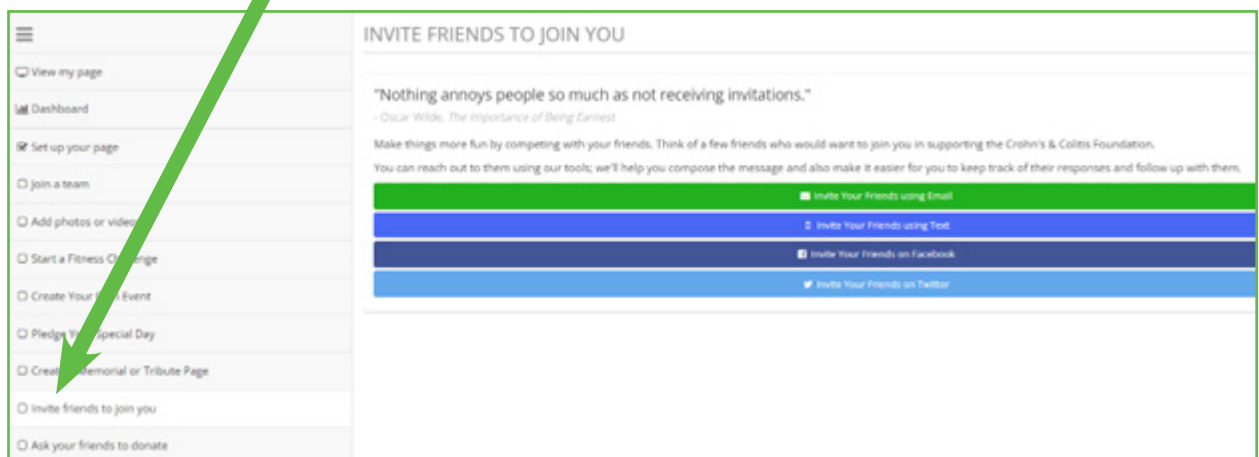


TikTok [@CrohnsColitisFoundation](https://www.tiktok.com/@CrohnsColitisFoundation)

# Posting on Social Media

## Connect and share your DIY fundraiser with your family and friends on social media.

1. Log into your **DIY** fundraising account [here](#).
2. Once logged in, “manage your page” under your username and profile picture.
3. Select “Invite Friends to Join You” to share your **DIY** page or fundraising activity with your social media accounts.



## What should I post on social media?

Your content should generate interest and direct your followers to click, visit, and donate to your personalized web page. Keep your audience in mind when creating posts about your **DIY** fundraiser.

- **Be personal!** Share why you are supporting the Foundation and this event. This creates a compelling reason for your friends, family members, and colleagues to support your efforts. Additionally, using words like “I am” or “Join me” create an instant connection between you and your followers.
- **Simpler is better.** Your content should be easy to read and conversational. Write your post as if you were speaking face to face with a friend or family member.
- **Always include a call to action.** Tell people what action they should take (register, donate, join my team, etc.).
- **Tag your local Chapter in your post!** You may also want to tag special guests, the event location, other attendees you know, and your friends and family to ensure they get a notification about your post. Tagging them also raises the likelihood that they will respond by liking your post and sharing it with their networks.

# Social Media Templates

## General Fundraising

- **Start Fundraising with this message:**
  - I've struggled with IBD and have experienced a lot of ups and downs, but the [\[Tag the Foundation\]](#) has helped me. I would love to support others today. Please consider a donation fundraiser [{LINK TO YOU FUNDRAISING PAGE}](#)
  - I'm helping to support the [\[Tag the Foundation\]](#) by raising \$200 for cures! Please join me by donating to my fundraiser [{LINK TO YOU FUNDRAISING PAGE}](#). Just \$10 makes a huge impact today!
- **Update your network with this message:**
  - I'm close to reaching my goal of raising \$200 to help the [\[Tag the Foundation\]](#) care and cure! Will you consider a gift to support me and help me reach my goal? [{LINK TO FUNDRAISING PAGE}](#).
- **Thank a friend and donor with this message:**
  - Thank you [{@nameofdonor}](#) for donating to support my goal and this important cause! Together ARE making a difference to care and cure!
- **Ask for support with this message:**
  - My fundraiser is ending soon– can you help me finish strong and reach my goal? Just \$20 can make a huge impact in our search for a cure! Please sponsor me and donate to: [{LINK TO FUNDRAISING PAGE}](#).
- **Share and celebrate your achievement with this message:**
  - We did it! With your support, I raised [{\\$TOTAL}](#) for the [\[Tag the Foundation\]](#) to help improve the quality of life of children and adults affected by IBD! THANK YOU!

## Special Occasion

- For my birthday this year, I am raising funds to support the IBD community and the [\[Tag the Foundation\]](#) Please consider contributing to support research for a cure [\[insert your page link here\]](#).
- In lieu of gifts for our wedding (anniversary, another event), please donate to help cure inflammatory bowel disease (IBD) by donating to the [\[Tag the Foundation\]](#) [\[insert your page link here\]](#).

## Tributes and Memorials

- In lieu of flowers, the family requests that donations be made to the Crohn's & Colitis Foundation in memory of [\[insert loved one's name\]](#) on their memorial page [\[insert page link here\]](#).

## Social Media Best Practices

- It's important to post where your followers are! Stick with the platform where the most family, friends, and colleagues will see your posts.
- Post updates on your fundraising progress, explain why you've chosen to be an **DIY** fundraiser, and how others can join or support your efforts.
- Remember to tag relevant people, pages, and companies in your posts.
- Remember to add some interest to your post! It's important to utilize video, share a compelling patient story, or do something creative to encourage friends to share your post. The more people share it, the more people will see it. Don't forget to always include at least a photo, as sharing something visual captures people's attention.
- Unsure what to post? Check the Crohn's & Colitis Foundation's social media pages to share popular content. Your friends, family, and colleagues will love to hear updates from you—share how close you are to your goal!

**IMPORTANT NOTE:** If you sign up as a fundraiser directly on Facebook or Instagram, the Foundation **CANNOT** allocate funds raised on these platforms towards your **DIY** event and *cannot designate to your Chapter*. Please create your personal fundraising page first and then share your link on social media.

# Texting

Invite your friends to join **DIY** or to donate on your behalf using your favorite text messaging\* application. We'll send you a message with some suggested text and a link to your page. You can then customize the message and forward it to your friends right from your phone.

1. Log into your **DIY** fundraising account [here](#).
2. Once logged in, "Manage Your Page" under your username and profile picture.
3. Select "Invite Friends to Join You" on the left menu to share your **DIY** fundraiser. You can then select how you want to invite others to join your efforts.
4. To communicate by text, choose "Invite Your Friends using Text."
  - A sample message will be sent to your designated phone number.

Copy and paste that text message by starting a new text communication on your phone.

**Hi! I just signed up to help the Crohn's & Colitis Foundation raise money to fund cures! Please consider donating at <https://p2p.onecause.com/nationaldiy>**

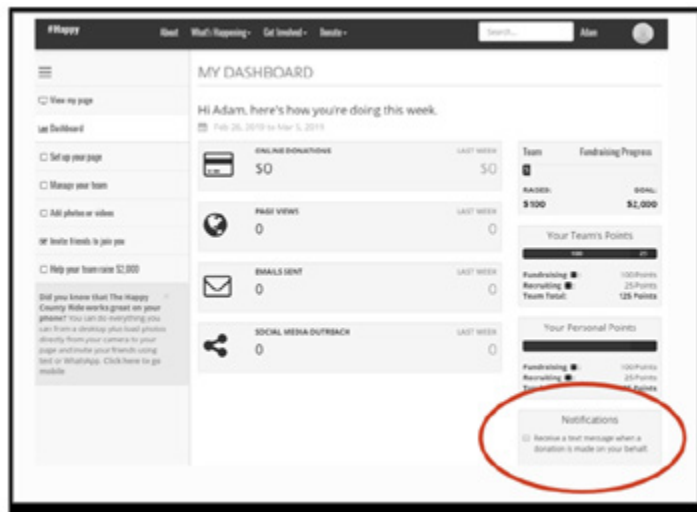
5. Choose your recipient.
6. Texting best practice is to send individual texts versus requests for support in a group text message.
7. Send! The link in the text will direct your recipients back to your fundraising page.

Please note that message and data rates apply, and you can reply STOP **#DIY** to unsubscribe from notifications at any time or uncheck the text notification in your **DIY** participant center at any time.

## Donation Notifications by Text

In addition to asking your family and friends to join and support your **DIY** fundraiser, you can set up text notifications in your **DIY** Participant Center when you receive a donation!

Within your **DIY** Participant Center Dashboard, click the box to receive notifications via text.



## Email

Invite your friends and family to join your **DIY** fundraising efforts by linking your email address book and sending pre-drafted emails within your **DIY** Fundraising Participant Center.

1. Log into your **DIY** fundraising account.
2. Once logged in, "Manage Your Page" under your username and profile picture.
3. Select "Invite Friends to Join You" on the left menu to share your **DIY** fundraiser. You can then select how you want to invite others to join your efforts.
4. To communicate by email, choose "Invite Your Friends using Email."
5. A sample message will preload for your use.
6. Modify existing text template.
7. Choose your recipients.
8. Send!



# Email Template

**Subject line:** Help me support the Crohn's & Colitis Foundation

Dear **[NAME]**,

Crohn's disease and ulcerative colitis, known collectively as inflammatory bowel disease (IBD), affects millions of Americans. I'm joining the Crohn's & Colitis Foundation and creating my own fundraiser through the Do It Yourself (**DIY**) program because I/ my loved one suffers from IBD and I know how hard it can be to live with every day.

**[Include a little bit about your IBD journey.]**

By creating my own **DIY** fundraiser I hope to help other people with Crohn's and colitis, expand critical research, and support education initiatives.

I hope you will consider joining my **DIY** fundraiser by making a donation to support my efforts.

**[Share/include a little bit about your fundraiser, your fundraising goal, timeline and copy and paste your DIY website URL link.]**

Thanks so much!

**[Name]**

Copy and paste your **DIY** website URL link.