Tell your story.
Social media is the perfect place to let the world know you’re riding to end cancer. Start by telling your story – share why you’re riding, inspire others to join your team or ask for donations. We have a few tools to make it easier than ever. Don’t forget to check out our new social media badges available at rideforrosowell.org!

Connect with Facebook.
Facebook is one of your most valuable fundraising tools! Integrate your fundraising dashboard with Facebook to update your audience on your progress and receive donations. Family and friends can donate to your effort while they scroll through their newsfeeds.

Add hashtags.
Hashtags make it easy for the entire social community to rally around a cause. Use #RFR20 in your posts and with your photos to create awareness of your participation. A few other hashtags you can use for The Ride for Roswell include: #RideforRoswell #WhyIRide and #RideToEndCancer. Search these hashtags to join a larger conversation with other riders and the Roswell Park community.

Easy tips:

- **Download our app**
  Easily connect our app with your different social media accounts to make posting about your ride even easier. Search Ride for Roswell Fundraising in the App Store or Google Play.

- **Facebook Integration**
  Integrate your online fundraising dashboard with Facebook! Spread the word, track your progress and receive donations all on Facebook.

- **Tweet for support**
  Tweet your personal URL and ask others to “Donate now,” “Join my team” or “Share this!” Make sure to include the hashtag #RFR20.

- **Tap into your professional network**
  Share your reason for riding and your fundraising goal on LinkedIn and ask contacts and colleagues for their support.

- **Show and tell**
  Use Instagram to tell your story — your reason for riding — with a photo. Don’t forget to use #RFR20. Note: Instagram does not allow you to put a link in your post, but you can add one to your bio! “Link in bio” is the standard language to use in your post to encourage people to take the next step.

- **Use your best manners**
  Thank your donors publicly using social media. Include a link to your Ride participant page so that others can donate and see your progress!

- **Check in on Ride Day**
  Use Facebook to share your Ride Day experience and inspire last-minute donations.
Sample social media posts
Not sure where to start? Raising awareness and funds through social media is as easy as copying and pasting the messages below. Don’t forget to add a link to your personal fundraising page or Facebook fundraiser! Make sure to upload photos that tell your story.

Facebook/Instagram*
I’m riding in @RideforRoswell to #EndCancer! Visit my page today and show your support. <Insert URL for your personal fundraising page> #RFR20

Over 1.7 million Americans will be diagnosed with cancer this year. Give them hope for a cure by #RFR20 <Insert URL for your personal fundraising page>

For my <#insert reason to fight>. #RFR20 <Insert URL for your personal fundraising page>

Example – For my #Mom. #RFR20

[Take a photo in your bike gear] Support my Ride for Roswell today! Any little bit helps. <insert URL for your personal fundraising page> #RFR20

I’m riding to raise funds and awareness for cancer research. @RideforRoswell #RF20 <insert URL for your personal fundraising page>

*The examples above can be used for Instagram, just make sure to change the link to ‘link in bio’.

Thank you to all who supported my Ride for Roswell!

Take the opportunity to do a personal social media thank-you for your donors. When you’re notified that an individual has made a donation, you can post a message just for them:

Example – Thank you, @JohnDoe, for supporting my @RideforRoswell!

Or, create an image with your donors’ names from that week using a free design tool website (like canva.com or pixlr.com)

Example – Thank you to these amazing individuals who made a donation in support of my Ride for Roswell <insert image>

Once you’ve got the hang of posting, give Facebook Live a try!

Twitter
Raise funds, raise awareness, raise your voice. Help me drive cutting-edge cancer research forward! @RideforRoswell #RFR20 <Insert URL for your personal fundraising page>

I’m riding to raise awareness today and end cancer tomorrow! @RideforRoswell #RFR20

I ride for <insert personal reason here>! #RFR20 @RideforRoswell <Insert URL for your personal fundraising page>

I ride for the 1.7 million Americans who will be diagnosed this year with cancer. Support my @RideforRoswell today <insert URL for your personal fundraising page> #RFR20

I am doing MY part to end cancer. Help me reach my goal! #RFR20 <insert URL for your personal fundraising page>

Thank You!
Donor 1 Donor 4
Donor 2 Donor 5
Donor 3 Donor 6

rideforroswell.org