



## Get social for #RFR21

Social media is a great tool for sharing your Ride story and helping you reach your fundraising goals.

Connect with us and tag us in your ride experience:

-  [facebook.com/rideforroswellofficial](https://facebook.com/rideforroswellofficial)
-  [@rideforroswell](https://twitter.com/rideforroswell)
-  [@rideforroswell](https://www.instagram.com/rideforroswell)

Use our hashtag to reach the entire ride community:

- #RFR21
- #RideforRoswell
- #WhyIRide
- #RideToEndCancer

Sample social media posts:

*[Take a photo in your bike gear]*

"I am riding the @RideforRoswell to #EndCancer. Will you (join/support) me?"  
<Insert URL to your personal fundraising page>

"I am doing MY part to #EndCancer. Please help me reach my fundraising goal for #RFR21." <Insert URL for your personal fundraising page>

*[Take a smiling selfie]*

"I am riding to raise awareness today and to end cancer tomorrow at the @RideforRoswell! #RFR21"

"I am riding for <insert personal reason here> at the @RideForRoswell! #RFR21"

Use social media to achieve your fundraising goals with these 3 steps:

- 1. Connect with Facebook:** Facebook is one of your most valuable fundraising tools! Your social community can donate to your efforts while they scroll through their newsfeed. Integrate your fundraising dashboard with Facebook to receive donations and update your audience on your progress!
- 2. Tell your story:** Social media is an excellent place to let the world know you are riding to end cancer. Start with sharing your story on all of your platforms. Inspire others to join but sharing why you ride, who you are riding with, and why they should donate to your cause.
- 3. Use hashtags:** Use #RFR21 in your posts to create awareness of your participation and to share your experience with the entire Ride community. Search our hashtags to join in on the conversation with others attending the ride and follow the Ride for Roswell's social channels to see your photos highlighted to the entire community.

Once you get the hang of posting, try going Live or sharing a Story.

Thank your donors:

Take an opportunity to thank your donors publicly. Post a personal thank you to your donors. When a person donates, you receive a personal notification. Click it, and you can leave a thank you message just for them.

- You can:
- Message them directly
  - Create a thank you graphic using a free design tool website (i.e: Canva.com or Pixlr.com)
  - Create a thank you post and share to your page: "Thank you all for supporting my @RideforRoswell"

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 #RFR21.

**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 #RFR21. 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 pages so that others can donate and see your progress!

**Share all summer long:** Share your progress throughout July and August especially on those days you get on your bike and ride.

