



TOP 10 SOCIAL MEDIA TIPS



1. Link your fundraising page to Facebook and let the automated notifications do some of the fundraising work for you! Under “Manage My Page” (which you’ll find in the dropdown menu under your name when logged in) select “Create Facebook Fundraiser.”
2. Post your fundraising link in your Instagram and Twitter bios so people have easy access to donate.
3. Share (or better yet, steal and post yourself) content from the national CROP Hunger Walk (@crophungerwalk) and CWS (IG: @cws_global; FB @churchworldservice) accounts to help promote your Walk.
4. Use #CROPHungerWalk and #enough4all to connect with other walkers across the country as well as provide support and encouragement as we work together to end hunger.
5. Share your personal story of WHY you care about the issue of global hunger! Whether it be on your Facebook/Instagram stories, TikTok, Snapchat, YouTube, or any platform- people want to hear YOUR story.
6. Join the [National CROP Hunger Walk Facebook Group](#) to help share ideas on what you’re doing and hear from others on how they’re fundraising.
7. Create posts in your Facebook Fundraiser. Facebook likes to push its own tools and the algorithm picks this up. Sharing of the Facebook Fundraiser itself is also better than posting your external fundraising link in a post.
8. Thank your donors! Tag them in a “thank you” post or story and let them know they are with you on the journey of ending hunger and poverty.
9. ASK! Don’t be afraid to put yourself out there! Use our resources to make it tangible too (\$15 can provide chickens for a family in Tanzania) – people like helping and you are giving them an opportunity to make a difference.
10. Get creative and have fun! Go live on your walk to let people know you’re walking, host a fundraising livestream on Twitch with some of your friends to spread the word – if you’re a maker, host an online donation raffle for whatever art piece you make.

