

Your guide to Social Media:

We know it can be hard to find the right thing to say when you're trying to ask people to donate to your fundraiser. So we've done it for you! Follow our guides to get started.

5 steps to social media success

Sharing your fundraiser on social media is guaranteed to help your donations skyrocket. Facebook, Twitter, Instagram and LinkedIn are all fantastic ways to share what you're up to and how people can get involved!

1. **Share share share!** Post on your socials and let everyone know what you're up to and how they can support you.
 2. **Camera ready!** Take photos throughout your fundraiser to share on your social media and add updates on your fundraising page. If people can see what you're doing, they'll be more likely to donate.
 3. **Thank you!** Be sure to post a thank you message on your social media when someone donates – this will show your appreciation whilst also encouraging others to donate too.
 4. **Be a social media butterfly!** It's okay to post multiple times as long as each post is slightly different, for example posting facts about cardiomyopathy and giving updates on your progress. New and regular updates will keep people engaged with your fundraising.
 5. **#TeamCardio!** Don't forget to tag us on social media so we can see, share and celebrate what you're up to with our community.
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How to ask for donations:

We know some people may find it difficult to ask friends and family for donations, but with these 5 top tips it couldn't be easier!

1. Add your fundraising page link to your email signature
2. Give back – for example, if you are doing a run, let everyone who donates to you choose a song to add to your running playlist
3. Set a fundraising target so people know how much you still need
4. Ask your workplace if you can set up a fundraising station with information leaflets and a collection tin
5. Share facts and information about cardiomyopathy so everybody knows how important your fundraising is. You could include:
 - Cardiomyopathy affects 1 in every 250 people in the UK
 - Cardiomyopathy is the main cause of sudden cardiac death in under 35-year-olds.
 - Cardiomyopathy can affect people at any age

Sharing on Social Media:

Shout about your fundraising using our social media wording.

What you're doing

I'm doing a <insert fundraiser, e.g. bake sale, cycle, football tournament> because <insert why you're doing this challenge>. I'm doing this for Cardiomyopathy UK, the charity that is there for everyone affected by cardiomyopathy. If you'd like to donate, I'd be so incredibly grateful! **(Link your fundraising page here!)**

Why you're fundraising

Cardiomyopathy is a disease of the heart muscle. Around 1 in 250 people in the UK are affected, including babies, children and adults. Cardiomyopathy is the leading cause of sudden cardiac death in under 35-year-olds, due largely to a lack of awareness and diagnosis. Cardiomyopathy UK is the only specialist UK charity providing support, raising awareness and campaigning for better care for individuals and families, like mine, affected by cardiomyopathy. Their work is funded entirely by donations, so if you can, I'd be hugely grateful if you could sponsor me and help raise money for a cause that's important to me and many others affected by this life-changing but little-known condition - every penny really does count.

Your Story

I have chosen to ***Insert Challenge*** as part of #teamcardio:

- **In memory of (loved one's name and relationship to you)**
- **Because (I/my mum/dad/friend/etc) has cardiomyopathy**
- **To raise awareness of cardiomyopathy and Cardiomyopathy UK**

This fundraiser means a lot to me because **(insert why you have chosen this fundraiser)**
Cardiomyopathy UK is important to me because **(insert what the charity means to you)**

Reach your goal

Not sure if you've heard... but I'm doing <insert fundraiser> for Cardiomyopathy UK. I've spent **months/weeks** planning and organising my **challenge/event**, and now I need your help to achieve my fundraising goal. Pounds or pennies, it'll all help me achieve the goal I have set and ensure Cardiomyopathy UK can be there for everyone with cardiomyopathy. **(Link your fundraising page here!)**

Thanking your donors

Thank you <supporters name> for kindly donating to my Just Giving page for my <insert fundraiser>! By donating to Cardiomyopathy UK, you've done something truly amazing. I hugely appreciate your very kind support. **(Link your fundraising page here!)**