RIDE for ROSWELL
TO END CANCER
Presented by WEST HERR NEW YORK

Get social for
#RFR22

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:

f **@rideforroswellofficial**

🐦 **@rideforroswell**

📷 **@rideforroswell**

Use our hashtags to reach the entire Ride community:

#RFR22
#RideforRoswell
#WhyIRide
#RideToEndCancer

Use social media to achieve your fundraising goals!

> **Connect with Facebook:** Facebook is one of your most valuable fundraising tools! Integrate your fundraising dashboard with Facebook to receive donations and update your audience on your progress.

> **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 by sharing why you ride, who's riding with you and why others should donate to your cause.

> **Use hashtags:** Use #RFR22 or one of the other hashtags listed at the top of this page to share your experience on social media. Follow the hashtag to see what others are posting and join in on the conversation.

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

> **Tap into your professional network:** Share your reason for riding and your fundraising goal on LinkedIn and ask contacts and colleagues for their support. Joining a Ride team with colleagues? Even better!

> **Share all summer long:** Riding your own way? Share your progress all summer long, especially on those days you get on your bike and ride.

If you're already confident posting, trying making a live video or using the story feature.

Thank your donors:

Take an opportunity to thank your donors publicly. When someone 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 public 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"

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 #RFR22." **<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! #RFR22"

"I am riding for **<insert personal reason here>** at the @RideForRoswell! #RFR22"

benefiting

ROSWELL PARK®
COMPREHENSIVE CANCER CENTER

rideforroswell.org

Social Media Guide