Fundraising Toolkit: Virtual Events
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The Multiple Myeloma Research Foundation (MMRF) was established in 1998 as a 501(c)(3) non-profit organization by twin sisters Karen Andrews and Kathy Giusti, soon after Kathy’s diagnosis with multiple myeloma, an incurable blood cancer. The mission of the MMRF is to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure.

Together with its partners, the MMRF created the only end-to-end solution in precision medicine, generated the single largest genomic dataset in all cancers and continues to disrupt, pioneer, and lead new research efforts. The MMRF has raised nearly $500 million since its inception and directs nearly 90% of all funds to research and related programs.

EXCEPTIONAL STEWARDS

As exceptional stewards of its donors’ investments, the MMRF consistently surpasses its peers in fiscal responsibility. Nearly 90% of the MMRF total budget goes directly towards research and related programming, one reason why the MMRF consistently earns top rankings from the nation’s leading charity evaluators.
#Move4Myeloma

During this global pandemic, myeloma patients need a cure more than ever. Finding a cure depends on everyone in the myeloma community which is why we are introducing a "Virtual Challenge." Our goal is to continue raising critical funds and awareness while empowering patients and their families during this unprecedented time.

Your participation provides invaluable awareness and funds for multiple myeloma research and spread hope to the myeloma community. They raise their hand and go the distance to be part of the process and the organization that is getting us closer to a cure.
SOCIAL MEDIA

Don’t forget to connect with the MMRF on social media and tag us in your posts!

@MMRFTeam4Cures

@MMRFTeam4Cures

@TheMMRF

#Move4Myeloma
#TheMMRF
#MMRFTeamForCures
#TeamForCures
FIRST STEPS INTO VIRTUAL

1. **Set up your personal fundraising headquarters (HQ).** Customize your URL, add photos, and update the text to reflect your personal reason for taking on this challenge! You should have received our handy how-to guide to help you set up your page when you first signed up with us, but if you didn’t please contact teammanager@themmrf.org.

2. **Start planning.** The best thing to do is to get started right away by creating a plan. Not only will this give you more time to fundraise and strategize your challenge, but it will also give you more time to get creative. We know that taking that first step can be daunting – putting it out there on social media for the first time, sending your first email, telling your first friend about the challenge ahead – but we know you’ll be surprised by the support you receive once begin!

3. **Get on Strava.** Once you are set-up on Strava, join our Team for Cures group, and start tracking your progress in your account. This will make it easy to track our miles together as a myeloma community.

4. **Follow our tips!** We have a whole host of tips and tricks to help you get your fundraising started, gain momentum, and get you all the way to your fundraising goal – many of which you’ll find in this guide. Of course, we are always available to help you if you need more ideas too!

Questions?

Never hesitate to reach out to your team manager!
Remember this will be as fun as you make it! Be sure you take the time to update your personal fundraising page and reminding your friends and family to contribute and get involved, to build yourself a virtual community.

*Here is how to take your fundraising efforts to the next level:*

- **Post new and fresh information on your page periodically so your contacts stay connected to your challenge.** Do not forget to include a photo, which really personalizes your page! Keep your supporters engaged and informed about your training, etc. on your fundraising page and on social media #Move4Myeloma.

- **Send emails at regular intervals.** Send out your emails to a large list - friends, family, co-workers, people connected to the myeloma patient, etc. - and include the link to your personal fundraising page. **Use the emails to update your followers on your progress.** Tell the recipients how things are going — both regarding training and fundraising. The key is to keep those emails going. Don’t forget to thank those who have already donated to you! The emails will also serve as a reminder for those who have not yet donated, or those who may want to get involved and join you!

- **Ask your contributors to pass on your message and challenge page link** to their friends and family via email or social media!

- **Keep people informed** about your fundraising goals and progress by discussing them on your page and in your email and sharing what this virtual challenge means to you.
• If you get close to your donation goal, increase it! Donors are more likely to give generously if they see you are still a ways from your goal. This increased goal comes at no extra commitment – you won’t be held to reaching your new goal!

• Include your donation page information in your email signature. By adding a short blurb to your signature, you are reminding your friends, family and coworkers how important this cause is to you and how they can help. Here is an example:
  – A proud member of the MMRF #Move4Myeloma Virtual Challenge! Visit my website and support my efforts to help find a cure for cancer! (then include the link to your page).

• Do not be shy about sending emails. Remember, this virtual challenge is a big thing in YOUR life right now, and friends or family may want to take on this challenge with you or create their own. Most of your friends, family and coworkers will want to support this amazing effort you are making to accomplish a milestone. They will want to support your dedication to this important cause that is funding critical research for treatments that are extending lives. Remember that the MMRF is making breakthroughs in CANCER research - not just myeloma – and YOU are helping us continue that effort during this difficult time.

The more effort you put into your fundraising campaign, the more money, support, and awareness you are likely to raise for the MMRF. You can have fun and make your emails energetic and informative. This will be fun! Start now!
Take advantage of some downtime and put a fundraising timeline together! It is fun to pair your fundraising timeline along with your event and training timeline. Set **benchmarks** for yourself, which will be fun milestones to hit, keep you on track to reach your goals, and even bring you above and beyond what you thought you could achieve!

- **Set fundraising benchmarks to meet.** Write them on your calendar. Set reminders.
- **In addition to planning these benchmarks, plan how you will achieve them.** This also requires timing: when will you call that supporter, or send out that email? When will you start planning for that fundraising event?
- **Reflect on your work, life, and training commitments.** Make your fundraising benchmarks realistic so that you aren’t taking on more than you can handle. Incorporate your friends and family that might need a project right now!
- **Think about upcoming special opportunities for fundraising.** Is your birthday, anniversary, or other special occasion coming up? Consider asking friends and family for donations instead of gifts!
- **Always thank your donors promptly and, if possible, publicly (Facebook, group email chain, etc).** It will go a long way to making your donors feel good, and also remind those who haven’t donated to make their donation soon!

Incorporate your friends and family that might need a project right now!
WHO SHOULD I ASK?

Don’t be afraid to reach out to potential supporters – you’re doing this for a great cause, and they will want to support you! Struggling to think of who to reach out to? This helpful list will jog your memory of who to contact and ways you can contact them!

### Make a phone call to:
- Parents
- Siblings
- Children
- In-Laws
- Aunts/Uncles
- Cousins
- Nieces/Nephews
- Grandparents
- Family friends

### Send an email to:
- College friends
- High school friends
- Facebook friends
- Children’s friends’ families
- Children’s teachers
- Neighbors
- Parent’s friends
- Co-workers
- Coaches
- Local running group
- High school/college alumni group
- Accountant

### Tell people you know from:
- Work
- Gym/exercise classes
- Childcare
- Place of worship
- Coffee shop
- Neighborhood café
- Local restaurant/bar
- Camp
- Golf course
- Dog park
This is perhaps one of the best and easiest ways to boost your donations! Many companies offer a matching gifts program, whereby employers match contributions made by employees. This is a BENEFIT for the employees. Be sure to use it.
The MMRF has a quick and easy tool to help determine which employers have Matching Gifts programs. Check out our Matching Gifts Search tool: MMRF Matching Gifts Database. If you do not see the company you are looking for on the list, call their Human Resources Department. The database is sensitive to exact wording, and the database may not be totally up-to-date.

**Once you get the information, here is what to do:**

- **Have employee fill out the Matching Gift form from their employer.**
  This is often a form which is typically submitted online through the company’s intranet. Sometimes the site leads you to a downloadable form that you can print out, fill in and scan back. Or, it may be a form that is obtained through the employee’s HR department, filled out and sent to us.
- **After completing the form, you should get a confirmation email or letter.**
  Forward the confirmation to teammanager@themmrf.org and we will take care of it from there.
- **Once we receive the confirmation, we will credit those funds to your donation page.**
  (Note that the credit is made before the funds arrive – that often takes months – and that your company does not post those funds on your donation page – we do.)

**Important:** When you send a letter or email to your donor about a potential matching gift, be sure to mention the date and amount of the donation. This is information that will be asked of the employee, so the easier you make it for them to fill out the form, the more success you will have!

If you receive a donation from a couple, and one of them works for a company that matches and the other does not, you can still submit a matching gifts request to the company that does match.
TOP 5 TIPS FOR FUNDRAISING

1. Ask Early. Start soon. These campaigns work when you ‘cast a wide net’ and start early. They are built on many people making donations of $25, $50, and $100. It all adds up! Start as soon as you sign up – capture the excitement you feel about being a part of the MMRF Team for Cures and taking on this event! Do that, and you are assured that those funds will be coming in while you train.

2. Ask Everyone. Ask friends, family, co-workers and neighbors. Ask the people who you do business with (that decorator who you have given business to, the landscape contractor who you just wrote a check to, etc.). Post on Facebook, Twitter, your blog, etc. See the next page for a checklist of who you should reach out to!

3. Share Your Passion. Let people know why this cause and this race are so important to you. Sure, this is about the marathon, triathlon or other event you are taking on, but it is also about funding myeloma research and advancing the science of curing cancer and doing this for the myeloma patient in your life. Some of you may have no direct connection to multiple myeloma; however, you are enthusiastic about supporting a great cause and bringing more meaning to your participation in this event. Let your donors know why this is so meaningful to you. If you are not directly connected to myeloma, share how the MMRF is making breakthroughs in cancer research (Tell the “MMRF Success Story” shown below).

4. Set up Your Page NOW. When you joined the team, your Participant Headquarters was automatically set up for you and is turnkey and ready-to-go. If that generic page (which includes your name and your personal fundraising goal) is fine for you, go for it! But we highly suggest personalizing your page to help you connect with donors and make this journey more personal. You can add photos or videos and personalized text. Including a photo of you and/or of the myeloma loved one in your life is extremely effective. People will respond to seeing the photo and your personal message. The rest of the page is completed for you with information about the MMRF. You may want to change the opening sentence or other parts of the message to tailor it to your reasons for doing the event.

5. Tell the MMRF Success Story. The mission of the MMRF is to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure.
   - Since its inception in 1998, the MMRF has raised nearly $500 million, making it the world’s leading private funder of myeloma research.
   - The work of the MMRF contributed to the FDA approval of 12 drugs for multiple myeloma in the time that it normally takes for one.
   - Nearly 90% of the MMRF budget is directed to myeloma research and related programs.
1. **Do not think of fundraising as asking for money.** You are helping extend the lives of so many patients and helping fund extraordinary cancer research contributing to the treatment of many other cancers as well.

2. **Do not make any assumptions or leave anyone out.** You will be surprised who will come through for you. You are doing an extraordinary thing – and YOU are the one training and racing! Others will want to support your commitment. Just put the request out there, and you will find that people will do what they can. Many people give a fixed amount of funds to charities each year. Make the MMRF one of those!

3. **Count on your friends!** Have your buddies spread the word for you. Also, your friends may want to throw you a party! You can suggest a donation to join a Zoom party. Be creative and you will see the efforts pay off in your total funds raised while you celebrate your upcoming athletic milestone.

4. **Ask your boss and your co-workers to support you.** Your boss will support your effort, either with a personal donation or perhaps even a sponsorship from the company. Don’t forget about matching gifts! This is ‘easy money’ so be sure to check it out!

5. **Network!** If you belong to a book group, a running group, a playgroup, a church group, etc., let them know what you are up to. You will be surprised how many people you know who will support your efforts. Donations do not have to be big. It all adds up!

6. **Collect cash and checks if offered!** Many donors are interested in giving on the spot. Ask your team manager about how to deposit your cash and check collections into your personal donation page so that can be reflected in your total.

7. **Ask! Ask! Ask!** You are doing an incredible thing. You are training for an awesome and challenging athletic event to fund research for a terrible disease that has one of the lowest survival rates of any cancer. You are tapping into your power to make a difference in the lives of cancer patients.
You might be thinking of “just writing a check.” While that is certainly okay, know that by creating your own personalized fundraising webpage and reaching out to friends, family members and coworkers, you are doing much more than just meeting your fundraising commitment. **When you fundraise using an MMRF donation page, you are:**

• **Raising awareness for the MMRF.** This may be the first-time people ever hear of multiple myeloma or the MMRF. Your donation page will enlighten them and help spread the word about the amazing work the MMRF is doing. Also, we hear again and again of team members who, through their campaign, are surprised to learn of relatives or friends that are connected to multiple myeloma.

• **Giving them a way to support you and show support for myeloma patients.** When someone is diagnosed, the people who know that patient often don’t know where to start. They want to help, but they don’t know how. You are giving them a way to “do something” that can have a direct and positive impact on the patient in your life.

• **Giving a myeloma patient a way to ‘feel the love’ of their supporters.** Imagine if you were a patient, or if you were about to go through a stem cell transplant, and you saw so many donations coming in in honor of you. We hear again and again how powerful this is for all involved: team member, donors, patients…It’s all good!

• **Giving them a great non-profit to donate to.** Most people donate a certain amount of their income to charities each year. Make the MMRF one of those charities!

You may not be quite comfortable asking for donations, but many people **WANT** to give... you are the one doing all the training and pushing yourself to the limit on race day. Don’t keep this all to yourself, let your loved ones and colleagues share in your effort! You will feel their energy and love on race day!
Hold a Virtual Event
We have seen great success when team members plan their own fundraising event. You can do it in many ways, but it is easy to use Evite, Facebook, email or traditional means (mail/phone) to let your friends and family know about what you are planning.

Invite your friends, family and co-workers to celebrate and support your physical and fundraising efforts via a virtual happy hour, pizza, party or game night.

Purchase gift cards to local businesses, restaurants, or your favorite mom and pop shop. Host a virtual raffle where friends and family can bid online for the prizes! This is a win-win – support local AND fundraise!

Be sure to pool cash donations so that you can submit one check to the MMRF. If any of your donors would like donation receipts for tax purposes, please let your Team Manager know. Your Team Manager can also provide you with flyers, fundraising business cards, Team for Cures banners, and more!
VIRTUAL FUNDRAISING EVENT IDEAS

Make your fundraising fun for you AND your friends/family with one of these event ideas. Don’t forget to ask for a donation!

• **Trivia Night:** Host virtually and ask for a donation to be made – the winning team will win half the pot and the remainder will be donated to your efforts!

• **Bowl-a-Thon:** Set-up a Saturday Wii bowling day! Ask everyone to donate a certain amount to join, share final scores, and the winner takes half the pot – the remainder will be donated to your efforts!

• **Workout Class:** Ask your local gym (or a friend who is an instructor) to host a virtual workout class for you – all entry fees go towards your efforts!

• **Cooking Class:** Are you or someone you know a great cook? Invite your friends to a virtual cooking class. Show off your cooking skills live!

• **Bake Sale:** Bake and offer to deliver baked goods to neighbors, and don’t forget to let everyone know that you’re doing it for a good cause!
We spend a lot of time with our colleagues (now, virtually of course!). They can become just as big of supporters as your personal friends and family. Your company may even be “sponsoring” you through a major donation! Here are a few ways to fundraise in the workplace and get your colleagues involved in the fun, engage with your work community in a fun and positive way.

**Jeans Day:** Ask your owner/boss if you can host a Donation Jeans Day: Where colleagues donate a certain amount ($5, $10) NOT to wear jeans for the day. Host an all staff virtual meeting to explain what our fundraising efforts are all about. All those in comfy sweatpants will be happy working from home!

**Corporate Matching Gift:** Ask your company to match the amount of pledges you receive from your fellow co-workers.

**Recruit a Work Team:** Ask your co-workers to join you during your virtual event. Example: A local half marathon or cycling event where you get colleagues involved. Your company can sponsor each mile with a committed donation.

**Inter-Office Competition:** Get your colleagues truly involved in helping you fundraise! See if your boss will let your biggest donor from work pie him in the face on the next all staff meeting, etc. Or speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the “winner” a prize. An MMRF t-shirt? Or, pizza deliver to their house!

**Inter-Office Communication:** Does your company distribute a newsletter? Does your company have interoffice e-mail? Take advantage of these! It’s a perfect way to get the word out.

**Company Grants:** Find out if your company offers grants to employees who volunteer their time for charitable causes. Aren’t sure how this works? Refer to the “Matching Gifts” section of this guide.
We think everyone is focused on our challenge because we are, and the truth is, only now as we get closer, do many of our friends and family members remember that we are participating in it. People are busy and inundated with work and other obligations. Help them remember by sending a final email—right before you log your virtual miles. **This step really involves TWO emails, one just before the event, and another just after.**

Send out a powerful email a day or so before your event. Some people wait until the very last minute to donate. *Well, this is it!* Send to your entire list of potential donors and those who have already contributed. Let them know the following:

- How excited you are about the fact that your challenge day is here.
- Fill them in on how hard you have been preparing.
- Share with them what your fundraising goal is, and how much more you need to make it to that goal.
- Share a few facts about the MMRF.
- Make sure they know how important this cause is to you and why.
- Let them know that you want to ‘take them with you’ as you run through the streets of your town (or whatever the details of your challenge are). This is important to them.
- Thank those who have donated already. Ask directly for a donation from those who have not yet done so.

Send out an email right after the event—either that same day or the following day. Do it while you are still feeling the excitement, power of accomplishment (and fatigue!). Share the details of the race and the emotions you felt as you ran, cycled or climbed stairs. If you have a photo from the day with your MMRF shirt, include that.

Make sure the email after the race is sent to your entire database of supporters AND potential supporters. It will serve as a thank you to people who have already donated, and a reminder to those who have not done so yet.

These two emails are KEY! The day is finally here, and your delayed supporters will (finally) realize it. Remember that getting donations from supporters after the race is much more difficult than getting them before!
FAST MONEY: RAISE $1000 IN A WEEK!

It is very helpful to set a fundraising goal and break target amounts into smaller more manageable increments. To get you started, here is a simple yet eye-opening strategy for raising $1,000 in just nine days.

**Day 1:** Start by sponsoring yourself for $50

**Day 2:** Ask six family members to sponsor you for $35

**Day 3:** Ask ten friends to each contribute $30

**Day 4:** Ask seven co-workers to each contribute $25

**Day 5:** Ask five neighbors to each contribute $15

**Day 6:** Ask ten people from your place of worship to each donate $10

**Day 7:** Ask your boss for a company contribution of $50 (or find out if your company will match what you raise)

**Day 8:** Ask four businesses with which your company works with to sponsor you for $10

**Day 9:** Check out your fundraising page: You did it – write a thank you email and social post to thank all your fantastic supporters!
#GIVINGTUESDAY

#GIVINGTUESDAY is a global day of giving when many are encouraged to make donations to nonprofits, like the MMRF, that need critical research dollars during this difficult time – and this includes making gifts to YOUR fundraising campaign!

#GIVINGTUESDAY this year Giving Tuesday will happen in May! To support non-profits during this pandemic, Giving Tuesday Now will take place on May 5, 2020.

Click here for the #GIVINGTUESDAY website.

Mark your calendars to plan for a fundraising push this year on #GIVINGTUESDAY – it is an incredibly powerful way to receive more donations and move you closer to your fundraising goal! If you haven’t launched your fundraising campaign, this is the perfect time to do so. Giving Tuesday is driven by social media, especially Facebook, Instagram, and Twitter.

Here are some ideas to use when you’re crafting your #GIVINGTUESDAY social media posts (don’t forget to hashtag them!):

• Today is #GIVINGTUESDAY, the global day of giving. I’m making a difference by racing in a virtual half marathon for the Multiple Myeloma Research Foundation, with a goal to raise $2,000 for cancer research. As many of you know, my father was diagnosed with multiple myeloma this year (write about your connection here). The funds I’m raising for this event could be what saves his life. I need YOUR help to reach my goal and find a cure, please consider making your #GIVINGTUESDAY donation to my campaign! *Insert donation link*

• It’s #GIVINGTUESDAY! My mother was diagnosed with multiple myeloma this year (write about your connection here). She fights this cancer every day and now I get to join her in this fight – I will be hiking in my neighborhood for 6 hours for the Multiple Myeloma Research Foundation. My goal is to raise $3,000, and I need your help to get there! Please consider joining the #GIVINGTUESDAY movement and making your end-of-year charitable gift to my fundraising campaign - it could fund the research that saves my mom’s life! *Insert donation link*
SOCIAL MEDIA: TIPS AND TRICKS

Recent research shows that people who use social networks increase their fundraising by 40%!

Log directly on to your social media accounts (Facebook, Twitter, Instagram, etc.) to share about your upcoming challenge and fundraising efforts – don’t forget to include a link to your fundraising page! When you copy and paste your donation link to your post, it will automatically link directly to your personal fundraising page. You can also add photos/videos to the post to make it more eye-catching!

Post weekly or bi-weekly and be sure to mix it up! When you vary the nature of your posts (training, fundraising, race information, etc.) you keep your followers interested. Don’t only/always post about how much money you need to raise.

Vary your posts! Here are some ideas for different posts – they don’t have to be long, just a couple sentences will do!

- Announce your upcoming challenge – and make sure to explain what it entails!
- Did something unexpected or funny happen during training this week? Share a story/update on your training!
- Share your training plan and talk about WHY you’re motivated to keep going.
- The next you can make it funny. (ex. Training moment that didn’t go as planned, etc.)
- Share a tidbit about the myeloma patient in your life, and how the MMRF is helping them.
- Share a fact about the MMRF, and WHY your supporters should donate to the MMRF!

Include photos whenever possible and ALWAYS include your donation link in each post. Make the posts about the various aspects of this experience. You’ve got lots of weeks to get ready for this event, so have lots of different approaches, share your excitement! When you vary your message, people will actually read your posts and not just feel like they are being solicited. They will learn about why you are doing what you are doing, and they will become vested in your journey.
FACEBOOK

Here are some top tips and pointers to help you use Facebook to fundraise!

- **Always include your donation link!** Every post should have it, as it provides the quickest way for potential donors to access your page. Be sure you post this link at the top so it doesn’t get lost in the bottom of your message.

- **Add photos – make it fun!** Share a photo of the sun rising on your training run, or photos of the location where you will be competing. Don’t forget showing off your MMRF Team for Cures gear when it arrives!

- **Make some videos!** Facebook Live is such a fun and engaging tool – tell your network you will be GOING LIVE every morning before you lace up your shoes. Encourage them to check-in each morning so they can see the progress you are making.

- **Tag those who have donated** to you to thank them/make the post show up on their feed (and therefore to more people). Maybe you designate every Thursday as #ThankYouThursday and post a thank you and tag everyone that supported you that week. A public thank you can make those donors feel extra special – and the more people tagged the more your message will spread to the Facebook world!

- **Be sure to tag and hashtag us!** We LOVE to get tagged in posts and will be sure to like them, as this is very important to our sponsors to track our social reach.

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**IMPORTANT NOTE FOR FACEBOOK USERS:** Facebook has recently rolled out a new fundraising feature which will ask you to create a fundraiser directly on your Facebook page for the MMRF. While the MMRF does receive those funds, there is no way to designate them towards your personal fundraising. Please avoid using this feature! If Facebook asks you to create a fundraiser on their platform, simply deny it – it will not affect you posting your regular fundraising link!

**TAG**

@TheMMRF
@MMRFTeam4Cures

**#**

#Move4Myeloma
#TheMMRF
#MMRFTeam4Cures
Here are some top tips and pointers to help you use Instagram to fundraise!

• **Make your profile public** to maximize your Instagram fundraising and exposure. You can do this in the settings to ensure anyone that is following a certain hashtag can see your posts.

• **Instagram has a bit of a different set-up then Facebook.** You won’t be able to add a clickable link to your posts, but you can put your personal donation link in the bio section of your profile. On each post about your fundraising, make sure to write “Donation link in bio” in the caption to direct potential donors to your link.

• **Insta-Stories** are becoming a popular way to update followers without having to publish a post. Utilize this feature for quick updates throughout the day as you train or recover!

• **Just like Facebook Live, Instagram Live** is an interactive way to engage with supporters. Take your network on a morning run with you, take them (online) running shoe or bike shopping – have fun with it!

  • **Disclosure:** Live is LIVE – make sure you are prepared with what you are going to say in your video, there are no takebacks! (Though we’re sure everyone will enjoy a blooper reel!)

• **Test out the best time to post** – does Monday at 5 PM get you most the interaction, or does Saturday at 10 AM? Post a few photos and videos on different days and different times to see which perform better. If you get good at this, you can even put social media marketing on your resume!

**TAG**

@TheMMRF
@MMRFTeam4Cures

**#**

#Move4Myeloma
#TheMMRF
#MMRFTeam4Cures
Here are some top tips and pointers to help you use Twitter to fundraise!

• **Twitter is a platform used for sharing** informative bits of information. Instagram focuses on pictures, Facebook is friends and family, and Twitter is about connecting with people of similar interests and sharing ideas. **Be sure you are targeting your posts based on the social media platform you are using.**

• **Twitter is a great tool** for sharing MMRF statistics, research progress, and more. You can focus your posts on The MMRF or focus your posts on the event you are participating in.
  
  • Each event will have a page and a hashtag so you can engage in the discussion, training, and fun of the event you are undertaking.
KEEPPING A BLOG

Blogs are a great tool to use to not only track your progress and training, but also a place where you can update your supports regularly. This is a way to keep your donors involved with your fundraising and training and also to remind those who have not yet donated to do so. The idea is to tell your story.

Be sure to include the link to your blog on your online fundraising page as well as your outgoing emails to potential donors.

There are many sites where you can create a blog at no cost. Google has an easy to use free blog site (Blogger) – other options are Wix, Tumblr or Wordpress. Don't worry if you have never done this before. It is very easy to create a blog! The directions are made for people who are new to the experience, so give it a try!

See these blogs to get inspired to write your own:

- Marty Perlmutter – 2012 Cure For Cancer Tour
- Road to Victories – 2017 Ride Across the Country (the MMRF used Wordpress to create this blog for the group of riders riding across the country. It has some very powerful posts!)

When John Watson was young, he remembers watching his father lace up his running shoes and go out for his daily jogs. Later, when he was old enough, John would join his father on his running route. This Sunday, John and his father cannot run together, yet they will both put on their OWN running shoes and take on a virtual MMRF half-marathon.

Here are some examples of great local articles:
- Chuck Wakefield, Road to Victories 2017
- Liz Dewitz, IRONMAN Lake Placid 2015
- Annamarie & JP, MM4MM Everest Base Camp 2018
ON BEHALF OF THE MMRF, WE WANT TO THANK YOU FOR YOUR COMMITMENT TO CURING THIS DISEASE AND WISH YOU THE BEST OF LUCK WITH YOUR UPCOMING CHALLENGE!
THANK YOU!