Giving Tuesday Fundraisers: Social Media Resources

Accounts:

- Instagram: @rawoodfound
- TikTok: @rawoodfound
- Twitter: @rawoodfound
- Facebook: @rawoodfoundation

Don't forget to <u>tag</u> these accounts in your posts so we can cheer you on & give shoutouts!

Hashtags:

#MovingforRAWF #givingtuesday #fundraiser #braintumor #braintumorcommunity #braintumorsupport #braintumorsurvivor #caregiver #neurology #pituitarytumor #craniopharyngioma

Caption Ideas:

- I'm excited to share that I have joined the Raymond A. Wood Foundation to move on a mission and fundraise in support of their rare brain tumor community. This parent-led nonprofit is advocating for patients and caregivers' mental and physical health this holiday season. Learn more about the impact we're making and how you can support!

- 'Tis the season of giving! I'm excited to be fundraising for the Raymond A. Wood Foundation to improve the quality of life for rare brain tumor survivors. Your support can take our community's lives from surviving to thriving. Join me and change lives!

- Celebrate Giving Tuesday with me and the Raymond A. Wood Foundation! Support my campaign to have your impact on the lives of rare brain tumor survivors and caregivers.

- I'm less than $[Dollar amount] away from my goal and hard at work #MovingforRAWF in support of rare brain tumor survivors. Show your support today and have a direct impact on the lives of patients and caregivers.

Don't forget to personalize your posts by <u>sharing your "why"</u>!

P.S. Make sure to add your fundraiser link and/or instructions on where to access the link to all your captions. Read on for more details about adding links to your Instagram posts. Other social media platforms (Twitter, Facebook) allow you to directly embed a link in your posts.

Instagram Link Sharing Tips:

- Add your personal fundraiser link to your Instagram profile and add language in your captions pointing people towards the link in your bio (i.e. "Click the link in my bio to learn more and support!")
  - Go to Instagram Profile → Click "Edit Profile" → Add link content on "Link" field

- Add your personal fundraiser link directly to your Instagram story as an active link.
  - Create an Instagram story by swiping right to the camera feature. Take a photo or add a saved image from your camera roll by selecting from the bottom left-hand corner. Click the icon on the upper right-hand corner with the face "sticker" icon (third icon from the right). Click "Link" button and add your personal fundraiser link content. Name and add your active link button to your Instagram story.