

SOCIAL MEDIA GUIDE

Telling your story to supporters and asking for donations is easier than ever due to the communities of connections on social media. You are more than welcome to utilize the platforms most comfortable to you, but here are some ideas using email, Facebook, and Twitter.

EMAIL

- Familiarity - The recipient will be more inclined to open an email from someone they know.
- Personalization - You can personalize the email to match your relationship with the recipient.
- Details - You can give in-depth details about why you participate in the Walk for Apraxia. Don't just ask for a donation, but also tell your story.
- Conversation – The recipient can reply with encouragement, questions, and support without feeling like he or she has a large audience.
- Signature – Add a link to your personal Walk website in your email signature so that it is available in every email you send, even when you are not discussing the Walk for Apraxia.

FACEBOOK

- Connect – Directly connect your fundraising efforts to Facebook and watch your personal goal grow in your participant center as Facebook donations are made.
- Share – You can invite individuals to your Facebook Fundraiser and share the fundraiser. Use your fundraiser like an event page to provide information about the Walk for Apraxia and your personal story as to why you are participating. Plus, family, friends, and supporters can also share your Facebook fundraiser! What a simple way to reach many others outside of your own circle!
- Engage – Make a video, post a photo, and offer a heartfelt story. However you do it, spark a conversation! Posts with many comments are more likely to appear at the top of the News Feed. Reply to comments made by others and try to tag people in on the conversation.

TWITTER

- Audience - On Twitter you can broadcast your ideas to people who are not your friends and quickly make new connections.
- Quick - Tweets have a 280 character limit. Cut straight to the point! Give your network a call to action and help them by including a link.
- Spread the Word - Use the @ symbol to tag someone and target the dialogue. The person you are tagging will be notified that you tagged them. Use hashtags to target the dialogue to a larger audience. Individuals can search for and find your tweets when hashtags are included. Common hashtags for our cause: #Apraxia #WalkforApraxia
- Speedy – Tweet often... at least once a day with a link to your fundraising page. Be creative to stand out. No one wants to read the same thing over and over!

Follow the Walk for Apraxia

Social media can be a powerful tool to recruit team members and solicit donations toward your Walk for Apraxia fundraising goal. Be sure to follow the Walk for Apraxia page on Facebook for shareable content, fundraising advice, and to stay up to date on all general Walk for Apraxia Event details. Search Facebook for your local Walk for Apraxia event page to stay informed about your specific walk. Search: 2020 Walk Name Walk for Apraxia (example: 2020 Pittsburgh Walk for Apraxia). Or once you are on the Walk for Apraxia page, click Events and find your local walk event on the list. Once you find your event page, mark yourself as “Going”. Share the event and invite supporters to join the event.

Helpful Tips

Why do you walk? Share your story with your network. You may inspire someone to join your team or donate! Provide updates on your different Walk events such as personal and team fundraisers. Are you hosting a car wash, yard sale, or paint night? Get the information out there so family, friends, and supports can participate. Who knows... they might even bring a friend! Not sure what to say or where to get started? Look at the email templates PDF in your participant center toolkit for some ideas or consider these questions when writing your story:

- Why is attending the Walk for Apraxia important to me?
- How am I connected to childhood apraxia of speech?
- Do I know a child, family, or professional who needs support? Tell your story about that personal connection.
- What motivated me to fundraise for Apraxia Kids?
- Why do I support their mission?
- What is my team doing to raise money?
- What are the details for an upcoming team fundraiser?
- How can donors support my personal fundraising efforts? (i.e. join our team, spread the word, give an online donation on my personal webpage)

Show your support by using the graphics available for your Facebook Cover Photo, Facebook Profile Picture, Phone Wallpapers, and Desktop Wallpapers. It is as easy as clicking the button in the participant center and downloading the appropriate graphic to share!



Not sure what to post on Social Media?

Try one of these!

 I am raising money for Apraxia Kids and by participating in the Walk for Apraxia. I need your help! I want to raise \$XXX.00 for this very personal cause, please consider supporting me! Click here to read more about the Walk for Apraxia and make a donation: [insert your personal TeamRaiser link].

 I'm raising money for Apraxia Kids by attending the Walk for Apraxia because [insert personal story]. Help me support the mission of Apraxia Kids: [insert your personal TeamRaiser link].

 Post a photo on Facebook, Twitter, or Instagram of you or your team participating in a fundraiser. Make sure you include that you are raising funds to help reach your Walk for Apraxia fundraising goal and support Apraxia Kids.

 Wow, thank you to everyone who has already donated! [Tag friends and family who have made a donation.] Who wants to join these amazing people in supporting the Walk for Apraxia!? Your donation will go toward helping Apraxia Kids continue their mission of education, advocacy, and research! [insert your personal TeamRaiser link].

 I am attending the Walk for Apraxia to raise money for Apraxia Kids. Join me in supporting this incredible organization as they provide support and resources to thousands of families and professionals who are affected by childhood apraxia of speech. You can be a part of that impact with your donation to my personal campaign [insert your personal TeamRaiser link].

 I'm just \$XXX.00 away from my goal! YOU can help me reach this milestone by donating today! Your donation will go toward helping Apraxia Kids continue their mission of education, advocacy, and research! [insert your personal TeamRaiser link].

 In just one week I will be attending the Walk for Apraxia to support Apraxia Kids! There is still time to make a donation - remember that the money raised goes toward the educational, advocacy, and research efforts supported by Apraxia Kids! Please donate today: [insert your personal TeamRaiser link].



Additional Questions? Contact us at apraxiawalk@apraxia-kids.org

Example Schedule for posting on Social Media

Use this example as a guide to effectively reach out to individuals via the internet. Feel free to use all three platforms to connect with supporters; or pick and choose how to make your connections depending on your message content and available time.

| | EMAIL | FACEBOOK | TWITTER |
|-------------------------------|---------------------------|--|-----------------------|
| 12 to 5 weeks before the walk | 1x Week | 3-4x Week / Every other day | 1-2x Week / Every Day |
| 4 weeks before the walk | 1x Week | 4-5x Week | 3-4x Day |
| 3 weeks before the walk | 1x Week | 4-5x Week | 3-4x Day |
| 2 weeks before the walk | 1x Week | 4-5x Week | 3-4x Day |
| 1 week before the walk | | | 5x Day |
| 5 days before walk | 1x Day | 1x Day | 5x Day |
| 4 days before walk | | 1x Day | 5x Day |
| 3 days before walk | 1x Day | 1x Day | 5x Day |
| 2 days before walk | | 1x Day | 5x Day |
| 1 day before walk | 1x Day | 1x Day | 5x Day |
| Day of walk | | 1x Day - Share photos and post during the Walk | Unlimited |
| 2 days after Walk | 1x Day - Thank Supporters | 1x Day - Thank Supporters | Unlimited |