#NEDAWALK
Social Media Fundraising Guide
Social Media Fundraising

Now that you have registered for a NEDA Walk and set a fundraising goal for yourself, you may be wondering how you can maximize your fundraising impact. In this day and age, social media can be one of the most useful tools in your fundraising toolbox.

**It's almost too easy!**
Sharing your fundraiser on Facebook and Instagram is quick and easy - there's only 4 simple steps and we've outlined them all for you in this packet!

**Maximize your impact**
Not only is fundraising on social media easy, but you can also maximize your impact by reaching your extended network. Post updates and share your fundraiser often because you never know who might click and give!

**YOUR TOOLS**
- Create a Facebook Fundraiser: page 2
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- Shareable Graphics: page 4
Create a Facebook Fundraiser
This is an easy way to reach your extended network and raise money. Follow the steps below, and you will be on your way to top fundraiser status in no time!

- **Step 1:** Log into your Participant Center on the NEDA Walk website.
- **Step 2:** Click "Connect to Facebook."
- **Step 3:** You will receive a pop-up notification requesting to continue to Facebook. Click "Continue as [your name]."
- **Step 4:** When asked to give NEDA permission to manage your fundraiser, select "OK." You will then be redirected to your new Facebook Fundraiser!
Connect your Facebook Fundraiser to Instagram Stories

Facebook and Instagram recently launched a new way to share your fundraisers with your network. Follow the steps below to share your Facebook Fundraiser on Instagram!

- **Step 1:** Open your Facebook Fundraiser on your Facebook mobile app. Click "share."
- **Step 2:** Choose "Share to Your Instagram Story."
- **Step 3:** Facebook will ask you to open Instagram. Click "open." Instagram will open your stories with the fundraiser already there!
- **Step 4:** Make sure your followers know how to donate! They will need to click the "Donate on Facebook" button under your name.

**Pro-tip:**
If you search "NEDA" in the gifs section of Instagram stickers, you'll find some NEDA branded stickers that will make your Instagram story stand out!
Shareable Graphics

Using Shareable Graphics to Increase your Impact
The below shareable graphics will give you the tools you need to inspire friends and family to donate and encourage others to walk with you. The best messages are ones that come from the heart, so please feel free to personalize and share your own pictures and stories too.

For more social shareable graphics visit NEDAWalk.org or follow us on social media!

Questions about fundraising? Contact walks@nationaleatingdisorders.org

National Eating Disorders Association