

Peer-to-Peer Fundraising Toolkit

Social Media Samples



THE
FUTURE
NEEDS
US **NOW**

All fundraising resources available at [wismedicine.org/fundraise/resources](https://www.wismedicine.org/fundraise/resources)

The Future Needs Us Now — the Campaign for Wisconsin Medicine

UW Health and the University of Wisconsin School of Medicine and Public Health are ushering in a new era of medicine — one that builds on breakthroughs to save more lives by simultaneously predicting the future and creating it.

By blazing the trail for the next frontier of health care, Wisconsin Medicine is integrating patient care, research, and academics in an unprecedented partnership for one critical purpose: human wellness.

At precisely this moment, UW Health and the UW School of Medicine and Public Health are making cutting-edge breakthroughs and inspiring the next generation to spark new ideas with creativity and empathy that is unmatched. We're redefining the patient experience, uncovering new treatments, and creating lifesaving cures. But there's more work to be done. And it's up to all of us — the local and global community alike — to join with the brightest minds in research and care to improve lives. Let's lead the charge and illuminate endless opportunities for a healthier tomorrow.

It's time to shape the future of health care.

Social Media Samples

Social media is an effective complement to email and letter communication which enhances your comprehensive communication plan. It will not only help promote your cause within your network but with the proper approach, will also reach individuals that exist outside your core network of supporters. There are built-in tools on your fundraising page for social and email sharing which can be utilized in addition to creating your own messages on Facebook, Twitter and LinkedIn from the sample templates shared below.

Tips for Social Media Success

Successful communication begins with a few key elements which accelerate the rate of obtaining your fundraising goal.

POST FAR AND WIDE – Reach a broad audience by serving your messages across as many social platforms in which you are active. Make sure anyone you're connected with online knows about the important work you are supporting.

UPDATE OFTEN – No matter what platform you are using to spread your message, regularly update your network with your fundraising status. For added engagement, include photos or video when sharing your fundraiser and most importantly - always include the link to your fundraiser in your messaging!

ASK FOR A SHARE – Not everyone is able to financially support your fundraiser. However, those individuals can play a vital role if you are able to have them share your fundraiser with their network. Don't be hesitant to request your contacts to share your social posts to expand your reach outside your core network.

Communication Timeline

Be intentional on your communication cadence to maximize your fundraising impact. Upon creating your fundraiser, map out your timeline on when you intend to message your network on social media.

CAMPAIGN LAUNCH – You have just created your fundraiser so there is no better time to share with your network what you are doing by fundraising.

FUNDRAISING MILESTONES – Are you 50% of the way to your goal? 75%? Mid-campaign updates are a fantastic touchpoint to share with those that may want to join your movement. Individuals who have already contributed also may want to know the status to encourage others to join.

INSPIRATIONAL STORIES – Do you have any inspirational stories that are newsworthy that are worthy to be shared to your network? Utilizing news stories, personal stories or other positive anecdotes about your care cause will help tell the story of what's most important to you while accelerating your fundraiser. Don't make every post an "ask" and these story updates will provide for that throughout your campaign.

HOME STRETCH – Are you close to your fundraising goal? Highlight the work and impact that has been accomplished through your fundraiser while informing your network of the proximity to accomplishing your goal. People want to support a winning effort and will help you get across the finish line!

THANK YOU – Once your campaign has concluded, utilize one last push to thank all those supporters who contributed through donations and/or promotion of your fundraiser.

Mention and Tag Others

Social media is meant to be social. Don't miss an opportunity to tag or mention another account to inform them of your wonderful work. You will notice the increase in exposure when including other individuals and accounts in your social media posts. Consider tagging those that have already donated and thanking them for their support! Below are options to consider adding in your messages for an enhanced reach:

UW Health | Carbone Cancer Center –

Hashtags: #TheFutureNeedsUsNow

Facebook: @UW Health Carbone Cancer Center

Instagram: @uw_health

Twitter: @UWCarbone, @UWHealth

LinkedIn: @UW Carbone Cancer Center, @UW Health

American Family Children's Hospital –

Hashtags: #TheFutureNeedsUsNow

Facebook: @UW Health Kids

Instagram: @uwhealthkids

Twitter: @UWHealth, @AmFam Children's Hospital

LinkedIn: @UW Health

UW Health Transplant Center –

Hashtags: #TheFutureNeedsUsNow

Facebook: @UW Health

Instagram: @uw_health

Twitter: @UWHealth Transplant Center

LinkedIn: @UW Health

Initiative to End Alzheimer's –

Hashtags: #TheFutureNeedsUsNow

Facebook: @UW Initiative to End Alzheimer's

Instagram: @uw_iea

Twitter: @UW_IEA, @UWHealth

LinkedIn: @UW Initiative to End Alzheimer's, @UW Health

Other Care Causes* –

Hashtags: #TheFutureNeedsUsNow

Facebook: @UW Health

Instagram: @uw_health

Twitter: @UWHealth, @UWSMPH

LinkedIn: @UW Health, @UW School of Medicine and Public Health

**The best way to determine the most effective account when mentioning is to search your care cause and identify the program's official account.*

Samples

In addition to the social media templates specific to cancer, pediatrics, transplant, Alzheimer's and general care causes, visit wiscmedicine.org/fundraise for specific letters and email samples for inspiration as you promote your fundraiser.

UW Health | Carbone Cancer Center

Twitter Sample

Join me in transforming the future of cancer research and patient care at @UWCarbone! Support my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) #TheFutureNeedsUsNow

UW Health | Carbone Cancer Center

Facebook/LinkedIn/Instagram Sample

A world without cancer. Sound too good to be true? Not to the team at the [\["Carbone Cancer Center" OR TAG CARBONE'S SOCIAL ACCOUNT HERE\]](#), who focus on research, advanced treatments, the latest clinical trials, and unrivaled compassionate care. Remaining among the nation's top cancer centers takes more than the brightest minds in medicine. It requires the dedication of donors. Support me through my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) #TheFutureNeedsUsNow

American Family Children's Hospital

Twitter Sample

Join me in supporting @UWHealth Kids and the @AmFam Children's Hospital. Because every child is worth it. Support my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) #TheFutureNeedsUsNow

American Family Children's Hospital

Facebook/LinkedIn/Instagram Sample

To save a child, we do whatever it takes. For the experts in medicine and surgery at @UWHealthKids, that's more than a mind-set — it's a mission they've dedicated their lives to fulfilling. Support me through my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) because every child is worth it. #TheFutureNeedsUsNow

UW Health Transplant Center

Twitter Sample

Join me in helping give patients a second chance at life at @UWHealth! Support my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) #TheFutureNeedsUsNow @WiscSurgery @UW_Medicine

UW Health Transplant Center

Facebook/LinkedIn/Instagram Sample

Please join me in helping to advance treatment and care, and direct the future of transplantation at the @UWHealth Transplant Center. Since the inception of the organ donation and transplant programs, nearly 20,000 patients from around the world have received their gift of life from an organ donor. Now that's transformational. Join me by supporting my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#). #TheFutureNeedsUsNow

Initiative to End Alzheimer's

Twitter Sample

Join me in making Alzheimer's Disease a distant memory at @UW Health @UW_IEA! Support my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) #TheFutureNeedsUsNow

Initiative to End Alzheimer's

Facebook/LinkedIn/Instagram Sample

Please join me by supporting the @UW Health @UW_IEA through my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) because the questions of who gets Alzheimer's disease — and why — are closer than ever to being answered. #TheFutureNeedsUsNow

General Care Cause

Twitter Sample

Join me in supporting [\["CARE CAUSE" OR TAG YOUR CARE CAUSE'S SOCIAL ACCOUNT HERE\]](#) because [\[REASON YOU ARE FUNDRAISING\]!](#) Support my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) #TheFutureNeedsUsNow

General Care Cause

Facebook/LinkedIn/Instagram Sample

Please join me by supporting [\["CARE CAUSE" OR TAG YOUR CARE CAUSE'S SOCIAL ACCOUNT HERE\]](#) through my personal fundraiser at [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) because [\[REASON YOU ARE FUNDRAISING\]](#). #TheFutureNeedsUsNow