



Donation Requests on Social Media

Tips and Tricks for posting donation requests on Facebook:

1. Post frequently. People rarely donate the first time they are asked. By posting at least every couple of weeks, you'll remind people who might have forgotten, and get better results.
2. Make sure to include the URL to your fundraising page so that donations made as a result of your posts will be correctly assigned to your team. To do this, go to your fundraising page and copy the URL. Now paste this directly into your Facebook post.
3. Customize the sample posts listed below. In your first few posts, make sure to mention why this is important to you and to explain who the money raised will go to. Following posts can be shorter, but make sure to always link to your fundraising page.
4. Whenever you mention Move for Melanoma in a post, make sure the event is tagged by writing it this way: @Move for Melanoma 2020. And consider using the hashtag #Move4Melanoma in all your posts.
5. Feel free to mention that people will automatically receive an official donation receipt for income tax purposes for every donation over \$20.
6. Use an image! You can either use one of the sample images found in this document, find a different image that depicts the activity you'll be doing, or even better, use a selfie of yourself or your team mates! Posting a picture of you training for your activity challenge is an especially good way to engage potential donors.

For help with any of this, contact Marianne at marianne@saveyourskin.ca

Sample Posts

1. As you may know, melanoma is a dangerous yet largely preventable form of cancer. Having been affected by it personally (feel free to specify how), I've made it my mission to help support patients in need. This September, I'll be challenging myself to (insert activity) during @Move for Melanoma 2020, a national activity challenge that raises funds for melanoma patients. Please support me in my goal to raise (insert amount) by donating even just \$5 to my team (insert name): (insert team page URL).



Every dollar donated will go directly to a patient in need in the form of cab fares, treatment costs, flights, accommodation and other necessary but costly expenses incurred while receiving treatment. Thanks in advance for your generosity.

#Move4Melanoma

2. As most of you probably know, the fight against melanoma is an issue close to my heart. On September 26-27th, I'll be participating in @Move for Melanoma 2020 by challenging myself to (insert activity) to raise funds for melanoma patients. I know that these are difficult times for many of you, but I also know that many of you can afford to give. So I ask that you please consider supporting me in fundraising for cancer patients, so that everyone diagnosed with melanoma may have the same chances of survival.

Donate here: (insert team page URL)

#Move4Melanoma

3. On September 26-27th, I'll be challenging myself to (insert activity) to raise funds for melanoma, non-melanoma skin cancer and ocular melanoma patients during @Move for Melanoma 2020. As you may know, I was (or my mother/husband/sister/father/brother etc.) diagnosed with melanoma (or insert other type of cancer) in (insert year). What you may not know is that melanoma and other types of skin cancer are being diagnosed at an alarming rate, and that skin cancer patients need our help. So I ask that you please consider supporting me in fundraising for patients in need, so that everyone diagnosed with melanoma may have the same chances of survival.

Every dollar donated will go directly to a patient in need in the form of cab fares, treatment costs, flights, accommodation and other necessary but costly expenses incurred while receiving treatment. Thanks in advance for your generosity.

Donate here: (insert team page URL)

#Move4Melanoma

4. In less than a month, I'll be challenging myself to (insert activity) to raise funds for melanoma and skin cancer patients! As a melanoma patient (or survivor, etc.) myself, this is an issue that is really important to me and I'd like to invite you to show your



support. Please donate to my team page here: (insert team page URL). Your generosity is very much appreciated.

#Move4Melanoma

5. With only two weeks left to go before Move for Melanoma, I still have (insert amount of money) to raise to reach my goal of (insert amount of fundraising goal)! Please help me support patients in need. 1 in 6 Canadians will be diagnosed with skin cancer in their lifetime. Help them focus on their health, not their finances. Donate here: (insert team page URL)

#Move4Melanoma

Sample images

Below are some images you can use in your social media posts. To download an image, click on the link above it. This will open the image in a separate tab. Now click on the three dots in the upper right corner of the screen and click on download.

Or to find an image that depicts your activity, follow these steps:

1. Visit one of the following free image sites:
 - a. [Unsplash](#)
 - b. [Pixabay](#)
 - c. [Pexels](#)
2. In the search bar at the top of the window, write your activity, i.e. walking, running, kite flying, etc.
3. Look through the images displayed below. When you find one you'd like to use, click on it.
4. Now click on download. If you're given size options, choose the smallest one.
5. The image should now be downloaded to your Downloads folder.



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