

Social Media Fundraising Tips

Social media is a great tool to help you connect with others and raise money for lifesaving kids' cancer research. Here are helpful tips and sample posts to get you started.

Promote Your Participation

- Create a post with a link to your fundraising page and share why you are involved/who got you involved.
- Share progress updates toward your fundraising goal.
- Tag St. Baldrick's Foundation in your posts and add these hashtags:
#StBaldricks #ConquerKidsCancer #RockTheBald
- Share inspiring stories of Honored Kids, [childhood cancer stats](#), and fun facts about St. Baldrick's.
- Re-share posts from the St. Baldrick's social media platforms.

Facebook

- From your St. Baldrick's participant dashboard, create a Facebook Fundraiser to reach more friends.
- Create a Facebook Group page and invite your entire friends list. In this group, highlight your top participants, teams, sponsors, and pre-event fundraisers (ie. restaurant give back nights).
- Update your cover photo with a St. Baldrick's image. Browse through this [Facebook photo album](#).
- Thank friends who donate by tagging them in a shout-out post. They'll appreciate the recognition!

X (Formerly Twitter)

- Retweet/quote tweet from St. Baldrick's and use hashtags to get noticed.
- Here are some additional [tweeting tips](#).

Instagram

- Add your St. Baldrick's fundraising link to your bio. In your photo captions or stories, mention the link can be found in your bio for those who want to donate.
- Create an Instagram Reel to get others excited about supporting your efforts!
- Add an Instagram Story with a countdown sticker to your event date. Also, include a donate sticker to make it easy for folks to donate. **Please note, to move these donations to your fundraising page, please contact Donations@StBaldricks.org.*

LinkedIn

- Reach out to your connections to solicit donations and potential employer matches.
- Share our blog about [Employee Giving ideas](#).

TikTok

- Reshare your TikToks on other platforms to get the word out about your event.
- Challenge a friend to join you with getting involved with St. Baldrick's.
Example: Make a duet or dance challenge.

Threads

- Similar to X, repost/quote threads from St. Baldrick's and use hashtags to get noticed. Don't forget to tag St. Baldrick's!

Quick Tips

Follow Us on Social Media

-  @StBaldricksFoundation
-  @stbaldricks
-  @StBaldricks
-  @stbaldricks
-  @stbaldricksfoundation
-  @StBaldricksFoundation
-  @st-baldricks-foundation



Pick Your Days

Promote your fundraising on special days like your birthday, Christmas, or Giving Tuesday.

Use Our Hashtags

Primary Hashtags:

- #StBaldricks
- #ConquerKidsCancer
- #RockTheBald
- #GiveKidsALifetime
- #ResearchIsHope

Secondary Hashtags:

- #KidsCancer
- #KidsCancerResearch
- #ChildhoodCancer
- #ChildhoodCancerResearch
- #PediatricCancer
- #PediatricCancerResearch
- #Cancer
- #SocialGood
- #SocialImpact
- #Philanthropy



Questions?

Direct message us on any channel!
You can also email us at
Fundraising@StBaldricks.org.

Sample Fundraising Social Media Posts

Make sure to fill in the [link] and [\$ amount] with your own info.

JOIN ME

I'm participating with @StBaldricks to raise money and fund cures for kids with #cancer. Join me and together, let's #ConquerKidsCancer and #GiveKidsALifetime: [link]

DONATE

Remember the time I said I was raising funds for kids' #cancer #research? Well, my @StBaldricks event is coming up in just a few days. #Donate today to help me reach my goal and #ConquerKidsCancer: [link]

THANK YOU

I did it! I raised [\$ amount] for lifesaving childhood #cancer #research, all thanks to you! Together, we're helping #ConquerKidsCancer and giving hope to kids with cancer and their families. [link]

SO, THERE YOU HAVE IT!

A few tips for using social media to reach your fundraising goals.

Other possible hashtags to incorporate into social posts:

#StBaldricks	#PediatricCancer	#SocialImpact
#ConquerKidsCancer	#PediatricCancerResearch	#Philanthropy
#GiveKidsALifetime	#KidsCancer	#Charity
#ResearchIsHope	#KidsCancerResearch	#Nonprofit
#ChildhoodCancerResearch	#Cancer	
#ChildhoodCancer	#SocialGood	

Questions? Direct message us on any channel! You can also email us at Fundraising@StBaldricks.org.