

Promoting your fundraising on social media

Are you planning on fundraising for the TSA? Social media is one of the easiest and most powerful ways to help raise awareness of the amazing work that you're doing, and the TSA fundraising team would love to help!

Here, we've provided a handy guide of some of the most impactful things you can do on social media to help promote your event. The more that word is spread about your fundraising, the more awareness you can gain – ultimately, improving the chances of smashing your fundraising target!

Remember: the TSA fundraising team is here to help you at every step of the way to promote your efforts and to raise as many funds as possible. Keep us updated with your work, so we can also help to promote your efforts!

fundraising@tuberous-sclerosis.org / 0300 222 5737

Where to post messages

- Update your fundraising page, post on your personal social media pages, but also remember the TSA's pages and other TSC-related groups
- Be persistent with multiple messages, ramping up with more towards the day itself
- Send us your Twitter username so we can tag you in our posts to say thank you! You could also tag us in updates (Facebook: /TheTSAUK, Twitter: @UKTSA)
- Share a link to your just giving page, it's a simple, easy way to encourage people to donate to make sure you hit your fundraising target!
- Don't forget to tag families and friends in posts!



Pre, during and post-fundraising messages



- Messages before the event can focus on preparation and planning – such as training for something physical or putting the final touches on an event
- Posts during an event can be very powerful – showing you in action! This could include things like posts during the middle of a run, or when an event is in full swing. Make sure you are linking your fundraising page to every post!
- After the event, keep the momentum going! Be sure to post your thank you to everyone who has been involved and continue to encourage donations

Remember to share any interesting stories or 'hooks' with the TSA, so that we can share these with our community when promoting your work – anything that stands out for your fundraising and the reasons you're doing it can make a huge difference!

What to include in your messages

It can be helpful to include:

- Your story (the background of why you are fundraising)
- Specific details about your fundraising (date, time, what you are doing, how others can get involved)
- The work that the TSA does in improving the lives of people affected by TSC
- Any fundraising target amount that you have chosen
- If you are using JustGiving remember always to include a link on posts, so people can donate. Alternatively, use Facebook's fundraiser tool to raise funds directly on Facebook!

Images and video

Videos and images can make a **huge** difference to the amount of interaction and interest you get in your event. On average, Facebook posts with images receive over 50% more Likes and over double the number of comments compared to text-only content.

It's important to send the TSA as many photos and videos as you can, so we have plenty to choose from when we promote your event ourselves! It's also handy to remember:

- Images and video from a phone are usually fine – you don't need any fancy equipment!
- Keep things short and simple – let your personality shine through and remember to reiterate why you're doing the fundraising!
- Videos don't need to be too long – even a 20/30 second film can be impactful
- Try to wear your TSA t-shirt in images and film, to further keep on message!
- Make sure that the images you send to us have context and can be easily understood



Ideas for images and videos could include:

- A video diary of you preparing for an event – such as a training log or a film during your latest practice
- Pieces to camera talking about why you chose to fundraise
- Films of those close to you, encouraging people to donate
- Pictures of those who have inspired you – such as a child or sibling who you are doing all of this for
- If you are an aspiring blogger, then you can use your talents to encourage others to raise funds for people affected by TSC- whether you have taken part in the London marathon or hosted a bake sale it would be great to hear your fundraising stories!
- Your story could inspire others to donate to the TSA and make a real difference to the lives of people affected by TSC. If you are interested in sharing your TSC journey with us contact our fundraising team who would love to hear from you!

Any questions?



If you have any questions about how we can help you to maximise your fundraising efforts, don't forget to get in touch with the TSA fundraising team, who will be happy to help!

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