



# SOCIAL MEDIA FUNDRAISING TIPS

## SPREAD THE WORD

Kick-start your fundraising by sharing a personal story about why you're supporting the Profound Autism Alliance's mission. Let your network know why this cause matters to you, and don't forget to include the link to your fundraising page so they can easily donate.

## LEAD BY EXAMPLE

Start your fundraising with a self-donation! When friends and family see that you've contributed to your own campaign, they're more likely to follow your lead and support your efforts.

## CREATE EYE-CATCHING CONTENT

Share clear photos and videos with minimal edits. Include a strong call to action and remind your community that every dollar counts—just 10 people donating \$10 gets you \$100 closer to your goal!

## ENGAGE YOUR FOLLOWERS

Thank your supporters, like comments, and answer questions. Go the extra mile with posts that recognize and celebrate your donors—it shows how much their support matters!

## ADD HELPFUL HASHTAGS AND TAG PROFOUND AUTISM ALLIANCE

Be sure to tag @ProfoundAutismAlliance in your posts and include our official hashtag: #ProfoundAutismAlliance. This makes it easier for others in the community to find, follow, repost, and share your content. Don't forget to include additional relevant hashtags like #ProfoundAutism to expand your reach and connect with even more supporters!



## NEED A HAND OR SOME GUIDANCE?

Our staff is with you every step of the way. Email us at [donations@profoundautism.org](mailto:donations@profoundautism.org)



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