

FUNDRAISE USING SOCIAL MEDIA



#FillTheBoot
filltheboot.ca



Thank you for registering to #FillTheBoot

Here are some tips for how to use social media to spread awareness and raise funds

Why social media?

Engage with followers: Social media allows you to engage with your followers, answer questions, and provide updates. This helps to build a sense of community and keeps your followers informed on your progress.

Build credibility: Sharing stories, promoting your event and providing updates about your #FillTheBoot events on social media can help build credibility by showing your followers that you're actively working towards supporting Muscular Dystrophy Canada (MDC) and making a difference for the neuromuscular community.

Increase donations: Encourage your followers on social media to donate and share your fundraising events with their friends and family. By making it easy for people to donate online and asking your community to help spread the word online, you can increase the number of donations you receive.

SOCIAL MEDIA 101

Which account do I use?

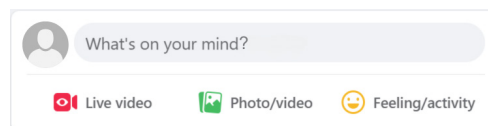
Personal account – if comfortable, you can use your own personal social accounts to promote your fundraising efforts.

Association/Department/Local page – if you know who owns the social page you can request that they share your posts to the page. If you don't know, ask a supervisor!

Professional account – you can also create a new profile that you use for professional and fundraising purposes! This is a good way to keep your personal and business matters separate on social media.

How do I post something on Facebook?

At the top of your news feed or on your profile page, there is a box that will say 'What's on your mind?'. This is where you can type in your post. Don't forget to include any applicable photos, videos or emojis to make your post more compelling.



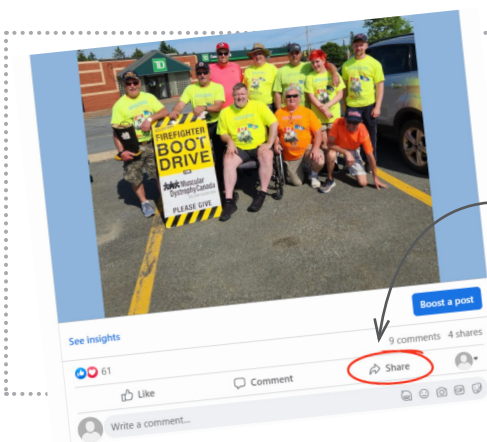
At the bottom of that box, it will give you options to 'add to your post'. This is where you can add a photo, tag someone, or add a geographic location.



How do I share my Associations/Departments/Locals post?

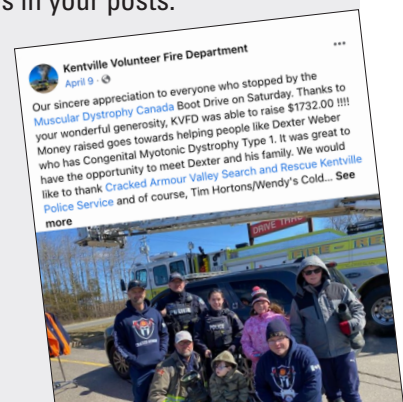
Find the post you want to share, at the bottom of the post there will be a bar with options to 'Like', 'Comment' or 'Share' the post. If you would like to share the post, select choose 'share now' to share the post as is, or 'share to feed' to write your own content to accompany the shared post.

NOTE: If there is no 'Share' option, it means that the post has been limited to a certain audience and is not shareable publicly.

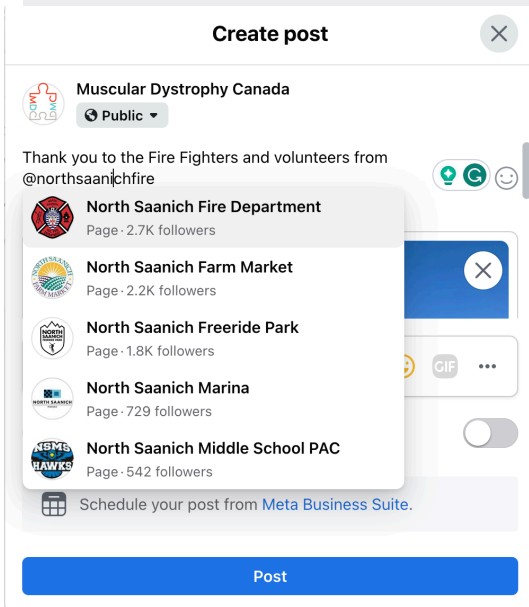


Tips to effectively promote your fundraising events on social media:

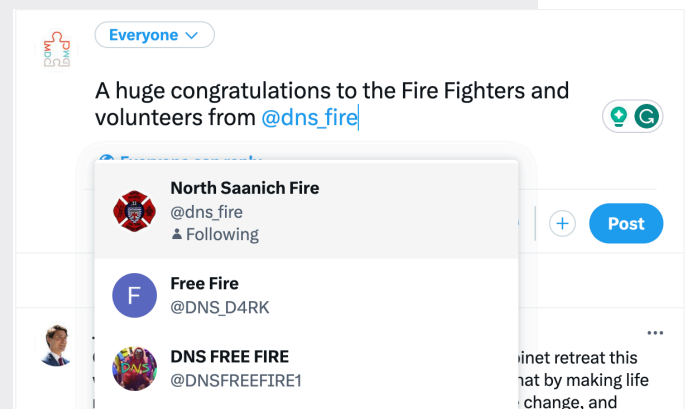
- 1. Hashtag:** Be sure to use dedicated hashtags like #FillTheBoot or #[FireDepartment]RooftopCampout and tag MDC social profiles on all social posts published to your accounts. This will help to track all the posts related to the event and allow your followers to easily find and share your content. We also encourage you to include Fire organizations that align with you, fire groups you are a part of, and your community or city/municipality.
- 2. Feature eye-catching visuals:** Visuals are more engaging than text alone. Use photos or videos from past events to showcase the impact of your fundraiser. Be sure to also include images from event day, participants, and the cause you're supporting. Be sure to convey why MDC is important to you.
- 3. Share your goals:** Let your followers know what you're trying to achieve with your fundraising event. Share your goals and how donations will help make a difference. Include a link to your fundraising page on the Team Page for online donations.
- 4. Provide updates:** Keep your followers informed on the progress of your MDC fundraising efforts. Share updates on how much has been raised so far, how close you are to reaching your goal, and any new developments related to the event.
- 5. Create a sense of urgency:** Encourage your followers to act quickly by creating a sense of urgency in the content of your social posts. Use phrases like "help us...", "Join us for..." "time is running out", or "last chance", to encourage people to donate now.
- 6. Share donor stories:** Highlight the impact that your donors are making by sharing their stories of Fire Fighters or MDC clients.
- 7. Engage with your followers:** Respond to comments and messages and encourage your followers to share your posts and to engage with your content. If you tag MDC, we may re-share your post.
- 8. Share results and thank your donors:** Make sure to thank your donors and supporters. This will help to build loyalty and encourage them to support your future fundraising efforts.
- 9. Tag special guests:** If you have a special guest, like a local celebrity or politician visiting your event or even a business supporting your event, please tag their social handles in your posts.



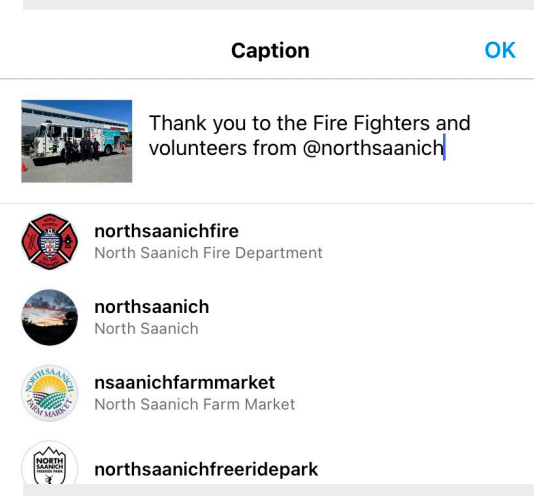
How to Tag Someone on Social Media Platforms:



Facebook: To tag someone on Facebook, type the "@" symbol followed by their name in your post or comment. Facebook will show a list of suggestions, and you can click on the person/page you want to tag. When you finish your post, the tagged person's name will be a clickable link to their profile.



Twitter: On Twitter, type the "@" symbol followed by the person/page's username in your tweet. As you type, Twitter will show suggestions, and you can select the person you want to tag.



Instagram: To tag someone on Instagram, type the "@" symbol followed by their username in the caption or comment of your post. As you type, Instagram will suggest usernames, and you can tap on the one you want.

When you tag someone, it lets them know that you've mentioned them in your post or comment, and it creates a link to their profile so others can easily visit their page.

FUNDRAISE USING SOCIAL MEDIA

SOCIAL POST EXAMPLES

TIP: Share results and thank your donors. Make sure to thank your donors and supporters. This will help to build loyalty and encourage them to support your future fundraising efforts.

St Albert Firefighters is in Saint Albert, AB. March 5 · 🌐

Our members are outside in the cold awaiting your donations in support of Muscular Dystrophy. We're looking to raise \$35,000 for MD support. Stop by, say hi and let's fill the boot! Cash and Tap accepted!

Special thank you to [Socrates Restaurant](#), [Italian Bakery's Mercato](#) and Roma pizza for their food donations!

[Muscular Dystrophy Canada](#)

#filltheboot #muscular dystrophy #stalbertfirefighters #stalbert

FIREFIGHTERS SUPPORTING MUSCULAR DYSTROPHY CANADA

HELP US FILL THE BOOT

Your Edmonton Firefighters Rooftop Campout has raised over 83000\$ to date!! There is still time to donate.

www.edmontonrooftopcampout.ca
DEADLINE IS MARCH 31, 2023

edmontonfirefighters · Follow

edmontonfirefighters Help us fill the boot. Your Edmonton Firefighters have raised over 83000\$ to date during the 2023 Rooftop Campout for Muscular Dystrophy Canada. You can continue to donate until March 31!

23w

Liked by md_canada and 32 others
FEBRUARY 13

Add a comment... Post

TIP: Provide updates. Keep your followers informed on the progress of your MDC fundraising efforts. Share updates on how much has been raised so far, how close you are to reaching your goal, and any new developments related to the event.

FUNDRAISE USING SOCIAL MEDIA

LEVERAGE THE POWER OF GOOD PICTURES

- ✓ Opt for natural light whenever possible, as it tends to produce the best results.
- ✓ Ensure your subject is in sharp focus and free of any blurriness. Tap on the screen of your smartphone or use the autofocus feature of your camera to focus on the main subject.
- ✓ Pay attention to your surroundings and choose backgrounds that enhance your subject. Make sure there are no controversial objects in your background.
- ✓ Candid photos often evoke genuine emotions and offer a more authentic portrayal. Capture Fire Fighters in action or engaged in their daily activities to showcase their dedication and passion.
- ✓ Once you've captured an impactful photo, share it on social media, and engage with your audience.



Key Messages about MDC you can use on Social Media

About Muscular Dystrophy Canada

- Muscular Dystrophy Canada is a recognized authority on all neuromuscular disorders, which includes muscular dystrophy and hundreds of other conditions classified as neuromuscular disorders.
- Muscular Dystrophy Canada is a sophisticated network of informed professionals, service specialists, and volunteers who deeply understand neuromuscular disorders. We can also give people the non-medical services and emotional support they need to help deal with their disorder.
- Muscular Dystrophy Canada has a full spectrum of programs, services, and supports for the thousands of Canadians of all ages living with a neuromuscular disorder. Plus, we invest in transformative research to work towards more answers, therapies, and hopefully, potential cures.
- Right now, Muscular Dystrophy Canada is funding, leading, and facilitating projects to collect the data and recommendations needed to fix outdated policies and create new ones. We're also advising and building partnerships with health care centres and leaders at all levels of government to address the unique needs of people living with neuromuscular disorders.

Why should I give?

- When a Canadian is diagnosed with a neuromuscular disorder, we know they will need a lot of support and services. But the systems around us – provincial healthcare, private insurance, and government policy – aren't set up to give that kind of full support. These systems are also difficult for people to navigate. So that's why we're here – to fill in the healthcare gaps and help people find their way through these systems. Muscular Dystrophy Canada needs donor support to continue this essential work.
- When you give to Muscular Dystrophy Canada, you're breaking down barriers. You're making sure that when someone needs vital equipment to help them get around, live independently, participate in school and work fully – or even help save their life – they won't have to do without it.
- When you give to Muscular Dystrophy Canada, you are helping thousands of Canadians right now – while also giving hope to future generations.
- A neuromuscular disorder diagnosis can make you desperate for answers and send you searching for solutions. Unfortunately, most people living with a neuromuscular disorder have to overcome a lot of barriers just to get the information and options they need. Your donation to Muscular Dystrophy Canada helps break down those barriers.
- With every donation, you are helping to:
 - o Fund cutting-edge research
 - o Fund life changing equipment
 - o Engage through community, education and advocacy

Hashtags

#FillTheBoot
#WalkRollMDC
#NeuromuscularDisorder
#MuscularDystrophyCanada
#WalkAndRollAmbassador

Lead policy change

All neuromuscular disorders (NMDs) affect muscle function and lead to a range of mobility challenges. We're working hard to bring positive change to our community. But we need your help. It takes just one generous act to change our country – and our future – for good.

FUNDRAISE USING SOCIAL MEDIA

Sample taglines:

You can **break down barriers** for the neuromuscular disorder community.

Every dollar is powerful. Every donation matters.

Your donation makes sure that researchers and people living with a neuromuscular disorder can ***keep finding hope – in the present and future.***

Every dollar you gives makes sure that nothing holds people affected by neuromuscular disorders back.

Your donation ensures that people affected by neuromuscular disorders will always have **access to the support that's right for them.**

Your donation can **help make the positive** change our country needs.

	THIS	NOT	THAT
Neuromuscular disorders	✓		✗ Muscular dystrophies
Person affected by	✓		✗ Person impacted by
Person(s) affected by/family member/researcher	✓		✗ Client(s)
Fire Fighters	✓		✗ Firefighters, fire fighters
Cures	✓		✗ Cure
Life-changing	✓		✗ Life-saving
Count on	✓		✗ Rely on
Raise funds for NMD community	✓		✗ Raise funds for Muscular Dystrophy Canada






Words to be mindful of:

Identify-first language (e.g. Duchenne Boy)
Wheelchair bound/Confined
Genetic Defect/Birth Defect
Spelling Mistake
Muscle wasting
Caretaker
Normal
Patient/Client
Disfigured
Developmental Disabilities
Genetic disorder
Sick

Alternative:

Person-first language is preferred, Person with a ...
Person who uses a wheelchair
Indicate the nature of the Disability
Spelling Change
Muscle atrophy
Caregiver
Typical
Person with a NMD
Physical Changes
acceptable, but preferable to use the name of the disability
Genetic condition, NMD or the specific disability is preferred
Person affected by a disability

Get familiar with our MDC social media handles. Be sure to save them.

-  @MuscularDystrophyCA
-  @MD_Canada
-  @MD_Canada
-  @MDCDMC
-  @MuscularDystrophyCanada

Let's connect!

If you need any assistance please reach out to our marketing and communications team at communications@muscle.ca

RESOURCES

We encourage you to use below logos on your graphics. If you need additional information, please visit filltheboot.ca



Proud supporter of / Fier partenaire de



MUSCULAR
DYSTROPHY
CANADA
DYSTROPHIE
MUSCULAIRE
CANADA



#FillTheBoot
filltheboot.ca