

# USE SOCIAL MEDIA TO BOOST YOUR FUNDRAISING.



**Beat your goal with a Facebook Fundraiser.** Get started by logging in to your Participant Center at [alz.org/walk](https://alz.org/walk) and clicking “Connect to Facebook” to create a Facebook Fundraiser that will stay linked with your personal fundraising page.



**Show and tell.** Use Instagram to tell your story — your reason to end Alzheimer’s — with a photo, along with the hashtags [#ENDALZ](https://www.instagram.com/explore/tags/ENDALZ) and [#Walk2EndAlz](https://www.instagram.com/explore/tags/Walk2EndAlz).



**Tap into your professional network.** Share your reason for participating in Walk to End Alzheimer’s® on LinkedIn. Ask contacts and colleagues to join or support your team.



**Tweet for support.** Post your fundraising webpage URL and ask others to “Donate now,” “Join my team” or “Share this!” Make sure to include the hashtags [#ENDALZ](https://www.twitter.com/explore/tags/ENDALZ) and [#Walk2EndAlz](https://www.twitter.com/explore/tags/Walk2EndAlz).



**Thank your supporters.** Thank your donors in a social post. Include a link to your Walk fundraising page in your message so others can donate.



**Follow us.** Follow Walk to End Alzheimer’s on Facebook ([facebook.com/alzwalk](https://facebook.com/alzwalk)) and the Alzheimer’s Association® on Twitter and Instagram ([@alzassociation](https://twitter.com/alzassociation)) to get the latest event news and read about fellow participants.



**Share your Walk-day experience.** Use Facebook and Instagram to post photos or videos and inspire last-minute donations.

Find us on Facebook: [facebook.com/alzwalk](https://facebook.com/alzwalk)  
Find us on Twitter: [twitter.com/alzassociation](https://twitter.com/alzassociation)  
Find us on Instagram: [instagram.com/alzassociation](https://instagram.com/alzassociation)  
Handle: [@alzassociation](https://twitter.com/alzassociation)

