



GET SOCIAL FOR THE LONGEST DAY

TELL YOUR STORY

Social media makes it easy to let the world know you're participating in The Longest Day®. Sharing your personal story — the reason you are committed to fighting Alzheimer's disease — is a powerful way to inspire others to join you and donate in support of your fundraising goal.

TIME IT RIGHT

Don't wait until event day to post about The Longest Day! Once you are registered as a participant, get the word out by asking for donations and sharing your fundraising page on social media. Then continue to use social media to update friends and family on your progress, share photos and thank donors for joining you in the fight against Alzheimer's.

ADD HASHTAGS

Hashtags make it easy for the entire social community to rally around a cause. Use **#TheLongestDay** and **#ENDALZ** in your posts and with your photos on Twitter and Instagram to create awareness of your participation and to be included in our [online gallery](https://alz.org/ShineALight) at alz.org/ShineALight. Search **#TheLongestDay** and **#ENDALZ** to join in a larger conversation with other participants and the Alzheimer's community.

EASY TIPS

- » **Create a Facebook Fundraiser:** Meet your goal faster by creating a Facebook Fundraiser for The Longest Day from your Participant Center. On average, participants who create Facebook Fundraisers raise more than double the amount than participants who fundraise online without one. Donations made to your Facebook Fundraiser will be reflected on your fundraising page and count toward your goal!
- » **Tweet for support:** Tweet your fundraising page URL and ask your followers to donate and join you. Upload photos and tag friends and family who are supporting you and the Alzheimer's Association.
- » **Tap into your professional network:** Share your reason for participating in The Longest Day on LinkedIn. Ask contacts and colleagues to join or support you by sharing your fundraising page URL.
- » **Show and tell:** Use Instagram to tell your story through images. Don't forget to include the hashtags **#ENDALZ** and **#TheLongestDay** and change the link in your bio to direct to your fundraising page.
- » **Use your best manners:** Thank your donors publicly using social media. Include a link to your fundraising page so others can donate, see your progress and support you.
- » **Follow us:** Follow The Longest Day on Facebook (facebook.com/fightalz), Twitter ([@alzassociation](https://twitter.com/alzassociation)) and Instagram ([@alzassociation](https://instagram.com/alzassociation)) to get the latest event news, read about fellow participants and learn about additional ways to fight Alzheimer's.
- » **Share your every day experience:** Use social media to share your experience on The Longest Day. Tag anyone joining you in photos and thank donors in posts. Follow up in the weeks after the event to provide a recap of your success and to push your fundraising efforts even further.



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SAMPLE POSTS

Not sure where to start? It's as easy as copying and pasting the messages below. Don't forget to add in your fundraising page URL, which you can customize in your Participant Center, and to upload photos that tell your personal story. Using the new Facebook Fundraiser tool? Share your Facebook Fundraiser to your page using the messages below in place of the URL to your personal fundraising page.

FACEBOOK & LINKEDIN

- » I am fighting Alzheimer's by participating in The Longest Day. Support my efforts by donating. Together, we can get closer to the first survivor of Alzheimer's. [FUNDRAISING PAGE URL]
- » The strength of our light will outshine the darkness of Alzheimer's. On The Longest Day, I'll be [ACTIVITY] to raise funds and awareness for Alzheimer's care, support & research. Help me reach my fundraising goal! [FUNDRAISING PAGE URL]
- » [TEAM NAME] is fighting the darkness of Alzheimer's on The Longest Day — the day with the most light. Join our team or support us with a donation. [FUNDRAISING PAGE URL]
- » I am fighting the darkness of Alzheimer's on The Longest Day — the day with the most light. Help me become a Solstice Champion by making a donation to support my efforts. [FUNDRAISING PAGE URL]

TWITTER & INSTAGRAM

Note: Instead of putting your fundraising link in your post copy on Instagram, change the link in your bio and refer to it in your posts (e.g. click the link in my bio to make a donation!).

- » I am fighting Alzheimer's by participating in #TheLongestDay. Support my efforts by donating. Together, we can get closer to the first survivor of Alzheimer's. [FUNDRAISING PAGE URL] #ENDALZ
- » The strength of our light will outshine the darkness of Alzheimer's. On #TheLongestDay, I'll be [ACTIVITY] to raise funds and awareness for Alzheimer's care, support and research. Help me reach my fundraising goal! [FUNDRAISING PAGE URL] #ENDALZ
- » [TEAM NAME] is fighting the darkness of Alzheimer's on #TheLongestDay — the day with the most light. Join our team or support us with a donation. [FUNDRAISING PAGE URL] #ENDALZ
- » I am fighting the darkness of Alzheimer's on #TheLongestDay — the day with the most light. Help me become a Solstice Champion by making a donation to support my efforts. [FUNDRAISING PAGE URL] #ENDALZ

Need more ideas? Check out the Get Social page in your Participant Center.

Log in at alz.org/thelongestday.