

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 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](#) and [#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](#) and [#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) and the Alzheimer’s Association® on Twitter and Instagram ([@alzassociation](#)) to get the latest event news and read about fellow participants.



Check in on Walk day. Use Facebook and Instagram to share your Walk-day experience and inspire last-minute donations.

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

