

Subject: Tweet, Post and Snap to Fundraise: ALS Walk for Life

## HTML



## Walker Wednesday Email Series

### Use Social Media to Fundraise & Recruit



Social media makes it easier than ever before to let your friends know that you are participating in the ALS Walk for Life. Utilize Facebook, Twitter, Instagram, Snapchat, etc. to recruit walkers and raise money. **We will also have an ALS Walk**

**for Life Snapchat filter available on event day. Be sure to use #ALSWalkforLife when posting on all social media sites!** Take a look at a list of best practices to get started. [Learn more>>](#)

### Edition 7

Donate Now >

REGISTER TODAY!

### Customize your Profile



Changing your social media cover photo and profile image to promote the ALS Walk for Life is an easy tactic to spread the word to your followers

in a visually appealing, direct and consistent way. **Change your profile picture to a Walk photo from previous years and update your cover background** to the official ALS Walk for Life banner image. [Download the cover photo>>](#)

### Useful Tools:

[ALSWalkForLife.org](http://ALSWalkForLife.org)  
[Facebook Page](#)  
[Team Captain Packet](#)  
[Participant Packet](#)  
[Participant Center User Guide](#)  
[Previous Coaching Emails](#)

### Fundraising Report:

**Days Left to Fundraise**  
11

### Sample Social Media Post



To help guide your social media engagement, we've put

### My Fundraising Goal



together a **sample post** that you can customize for your own network! Adding personal touches such as photos of your team, a description of your story and the link to your fundraising page will spark the interest of your followers. [View sample post>>](#)

[Dollars Raised](#)

[Dollars to Raise](#)

### Create a Facebook Event



One of the most efficient ways to get friends and family to the ALS Walk for Life, is by creating a **Facebook event page**. Personalize the page with why you Walk, details of event day and registration information. Be sure to include your fundraising page URL, customize the photos and invite everyone on your friends list! [Get Started>>](#)

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## Plain Text