

# Social Media Guidelines for Fundraising

Social media is a powerful tool. To help utilize this tool effectively, we've recapped some social media guidelines for you.

① **Tell a story.**

Almost everyone has been touched by breast cancer in some way. Ask your friends and family to share their stories. If you want to take it a step further, tell your supporters you'd like to hear from them, too. Connecting your fundraiser to the cause through your network is gold.

② **Share why you care.**

Why did you decide to fundraise with NBCF? Share this with your supporters. Answering this simple question will help you seem genuine and altruistic.

③ **Promote breast cancer information.**

Inform your supporters about our cause. Share [breast cancer statistics](#), [information about NBCF](#), [our programs](#), and much more!

④ **Use high quality photos & graphics.**

Your efforts have a much greater chance of standing out when you use high quality visuals. Don't forget, people connect to people.

NBCF offers some [graphics](#) and quotes you can use.

Because of the large number of ongoing fundraisers, we are unable to share them all on our social media channels. We encourage you to tag National Breast Cancer Foundation in your fundraising post and our team will engage by liking and commenting on your post.

## NBCF Social Media Handles and Relevant Hashtags:

 @nationalbreastcancer    @nbcf    @nbcf    National Breast Cancer Foundation, Inc.

#BreastCancerAwareness

#HelpingWomenNow

#Pink

#NBCF

#Hope

#KeepHopeAlive

#TeamHope

#IGiveHope

**See Examples of Successful Posts Below!**

# Tell a Story

 **Ryan Shifflett**  
May 15, 2020 · 🌐


One of the most difficult realities of this COVID-19 pandemic are the vulnerable ones that were already immune-deficient before this even started. Breast cancer is often treated with radiation, chemotherapy, and immunotherapy that weakens the immune system. But cancer patients can't just stop treatment. They just can't stop going. So help me-help them in [#helpingwomennow](#) and let's [#keephopealive](#). Donate with me at least a few dollars. So maybe one of them can get a hope kit, ... [See More](#)



FUNDRAISE.NBCF.ORG

**Donate to National Breast Cancer Foundation**  
National Breast Cancer Foundation, Inc.

# Share Why You Care

 **National Breast Cancer Foundation** ✓  
July 11, 2019 · 🌐

Our high school interns did not let the summer heat stop them from [#HelpingWomenNow](#)! They recently set up a lemonade stand in their local neighborhood to raise funds and educate members of the community on NBCF programs. "Honestly, we only expected to raise maybe \$50 at most. We ended up with over \$400 in donations!" Proceeds from their "Hopeful Treats" fundraiser will help support women impacted by breast cancer. You are never too young to [#makeastand](#) for a cause you are pas... [See More](#)



# Promote Breast Cancer Information

 **Fairfax County Police Department** ✓  
October 21, 2018 · 🌐

Our job takes courage, but so does protecting yourself. ❤️ 1 in 8 women will be diagnosed with breast cancer in their lifetime - learn how to know the symptoms this [#BreastCancerAwareness](#) Month. [bit.ly/knowthesymptoms](https://bit.ly/knowthesymptoms)

... [See More](#)

