



Fundraising & Social Media Tips

Successful fundraising starts with the right mindset — believe that you can achieve your goal, and you will be more likely to! Think of it this way: when you ask someone for a donation, you're also giving them the opportunity to make a tangible impact in the fight against pediatric cancers.

This document contains tips and ideas both virtual and not — to help you fundraise. Plus, our team is here for you as a resource, partner, and sounding board along the way. We're deeply grateful for your time, creativity, and determination to meet and surpass your fundraising goals.

Every dollar you raise goes directly to MSK Kids, Memorial Sloan Kettering's pediatric program. Thank you! Contact us at kidswalk@mskcc.org with any questions.

Kick Things Off

Donate to your own fundraising page! It's a great way to lead by example and encourage others to give. Every gift funds pediatric cancer research, technologies, and clinical trials for children that would not be possible without our dedicated participants and generous donors.

Double Your \$\$\$

Does your company have a matching gifts program? If so, you can double any donations that you make towards your event. If your company doesn't match, find out if your donors' do! It's an easy way to get closer to your fundraising goal. Search for companies [here](#) — where you can also read more about how it works.

Honor Your “Why”

Why do you participate in Kids Walk for MSK Kids? Who do you participate for? What does a donation in support of your fundraising mean to you? Answer these questions by telling your story on your fundraising page — you never know who will be inspired to donate. Update the content by logging into your [Participant Center](#). Need help? [Let us know!](#)

Discuss Their Impact

It's a great way to show potential donors how supporting your fundraising efforts will have a lasting impact on the fight against pediatric cancers. Share [information about the impact](#) in an email or on social media — don't forget to include the link to your fundraising page to inspire others to donate.

Turn Your Walking Steps into Donations

Go for a walk and get your friends and family excited about giving a gift by asking for money that corresponds to the number of steps or laps around the block you complete! Be sure to include the amounts on your fundraising page. For example, ask them to donate \$5 for every 1,000 steps you take!

It's (Virtual) Party Time!

Gather your supporters for a fun-filled night! Think about hosting a bingo, board game, trivia, or video game night using a video conferencing platform such as Zoom. Ask each person who would like to participate to donate to your fundraising page. Bonus Tip: You can also offer to match the donation made by the winner!

Class Is in Session

Whether you love to bake, cook, paint, dance, (whatever!), put your skills to work and host a virtual class using a video conferencing platform. Invite supporters to make a donation for a spot into your class.

Cleaning for a Cause

Cleaning out your closet? Have a social media garage sale! Post photos of the items you're getting rid of on your social media platforms and include the link to your fundraising page. Accept payment in the form of donations!

Signed, Sealed and Delivered

Consider writing a letter to potential donors. Tell them why you're raising money for Kids Walk for MSK Kids, and why their support means more now than ever before. Don't forget to include kidswalkmsk.org/donate so people can search your name and donate. Bonus Tip: Log into your [Participant Center](#) to update your fundraising page with your story and a photo before sending your notes! Need help? [Contact us!](#)

Music to Their Ears

Offer to create a playlist for anyone who donates a certain amount towards your fundraising efforts. Include your favorite songs or songs that put a smile on your face.

Bake Someone Happy

Head to the kitchen and post your baked goods on social media. Offer to send the recipe to anyone who donates to your fundraising page!

Grab Your Popcorn

Host a movie night! Invite friends and family and ask them to make a donation for their 'movie ticket'.

Get Crafty!

What are your hobbies? Knit, paint, draw, sew (or whatever your interest is!) and sell your crafts to your friends and family. Accept payment in the form of donations to your fundraising page.

Show Off Your Talents

Can you juggle? Sing? Play an instrument? Show your talent off by hosting a virtual concert, talent show, or open mic night. Invite your supporters to join in by making a donation to your fundraising page.

Bonus Tip: Repost the routines of those who participate and ask your social media followers to vote on their favorite. Give out a prize to the winner!

Aim High!

Ask for specific, larger amounts from people you know can give bigger gifts. Remind everyone that 100% of every dollar raised goes directly to MSK Kids — where more children, teens, and young adults with cancer are treated than any other hospital in the United States.

Sing (Or Dance!) It Out

What's your favorite song? Post your best lip sync or dance routine on social media and tag 3 people.

Challenge them to post their own routine within 24 hours (and tag 3 friends!) or allow them to pass by donating a certain amount towards your fundraising goal. Bonus Tip: Repost the routines of those who participate and ask your followers to vote on their favorite. Give out a prize to the winner!

Get Matched

Do you know someone who plans on giving you a big donation, like a family member or generous friend? Turn their donation into a match to raise more! So, if you receive five donations that add up to \$200, your generous donor will give \$200 to match it and now you've raised \$400! This encourages people to give to you in an exciting way. Send emails or post on social media (and be sure to include your fundraising page link!).

The Gift That Keeps on Giving

Donate your birthday, graduation, or any other special occasion to MSK Kids. Explain on social media and your fundraising page how you'd prefer to get donations instead of presents!

Lights, Camera, Action!

Record a short video of yourself or ask someone else to do it. Include what inspires you to fundraise. Share your video through email and/or upload it on social — don't forget to include a link to your fundraising page in the post!

It's Okay to Follow Up

Don't be afraid to follow up with potential donors. Call, email or text to let them know about your efforts and the cause. People are very busy and will appreciate the reminder — sometimes it takes three times to get someone to donate!

Give Thanks

Show your gratitude by sending your donors a message of thanks and appreciation. Share your progress and show them the impact they are making. This will also make them excited to give next time. In our digital age, consider sending handwritten notes — they stand out and go a long way.

Social Media Tips

One of the most effective strategies for fundraising will be using social media. Announce that you're fundraising for Kids Walk for MSK Kids on your accounts such as Facebook, Instagram, and Tiktok, and keep your followers updated on your progress and milestones. Check out these tips for each platform!

Instagram

- Make sure the link to your fundraising page is visible on your profile by adding it to your Instagram bio.
- Share a photo/video of yourself! Write a personalized caption emphasizing why you're raising money for Kids Walk for MSK Kids and what the cause means to you.

I joined @kidswalkformskkids and am raising money for pediatric cancer research at MSK Kids, Memorial Sloan Kettering's pediatric program. Click the link in my bio to make a donation!

- Experiment with Instagram Stories: use features such as gifs, music, polls, questions, and quizzes.
 - Use Kids Walk for MSK Kids Giphys! Click the smiley face icon in the top right corner, and search "Kids Walk for MSK Kids" to find our Giphys.
 - Create a poll asking people if they'd like to send you a donation or how much they'd like to donate.
 - Use a link sticker to direct people to your fundraising page. Click the sticker icon in the top right corner, and tap the "Link" sticker to add your fundraising page link.
- Use Instagram Reels – you can create short, entertaining videos all about Kids Walk for MSK Kids. Record yourself on your walks, showing a unique fundraising idea, or sharing why you participate with Kids Walk for MSK Kids. Get creative!

TikTok

- Create videos and direct people to your fundraising page at the link in your TikTok bio. Experiment with trends, music, and viral challenges.
- Follow Kids Walk for MSK Kids on [TikTok](#).

Facebook

- Announce that you're fundraising and raising awareness for Kids Walk for MSK Kids and pin it to the top of your Facebook page. Keep sharing updates about your progress.

General Tips

- Don't be afraid to ask your friends and family to post on their social media accounts on your behalf.
- Send your friends/family a private message. Here's a sample message:

Hi! I'm fundraising for Kids Walk for MSK Kids to support cancer research at MSK Kids, Memorial Sloan Kettering's pediatric program. I'm trying to raise as much as I can for this important cause and would appreciate your support. You can make your 100% tax-deductible donation here: [Insert your fundraising page link] Thank you for your support!

- Post shout outs to your donors to thank them.
- Follow Kids Walk for MSK Kids on Instagram and Facebook and share our content.

Share Your Fundraising Ideas with Us!

Share your ideas with us! Tag us on social media or email us at kidswalk@mskcc.org with your best tips. We would love to hear what's working for you!

Together, we can raise more for pediatric cancer research at MSK Kids.