

Tips for Success

1. **Post to Social Media.** Facebook and Instagram and free tools that reach a large audience quickly. It's a great way to spread your message and encourage others to share it. Posts can be created ahead of time and scheduled for a later date. Don't be afraid to post during evening hours and on the weekends.

2. **Use hashtags.** #'s are the best way to reach a large group of people interested in the same things. Use the hashtag #GiveBIGLex to reach potential donors interested in Give BIG Lexington and surrounding communities.

3. **Share your story.** Share your unique story and goals on social media. How is your cause making a difference in Lexington and what do you need to be successful? Brag about your cause and what you are doing.

4. **Involve your donors.** During Give BIG Lexington, encourage your donors to stop by your organization or participate during your events. Let them know why their support is needed with one-on-one conversations.

5. **Utilize photos and videos.** Photos and videos are the most shared and viewed content, so use them to inspire your donors. Use real-life examples. If your supply closet is nearly empty, show photos of the closet to tell your story.

6. **Promote your page.** Every cause has its own URL. Share the link to your giving day page on every post you make!