



Fundraising Tips - Social Media

Use Facebook, Twitter, Instagram and TikTok to reach out to your friends and family when asking for donations. Make sure that you link your Torch Run account to your posts so it's really easy for people to donate right to you! **Another important reminder:** you now have the ability to create a Facebook Fundraiser through your Classy fundraising page – that money will count towards your fundraising total!

Tips

Get creative! Feel free to share pictures and videos to your posts. Have a personal story? Share it with your followers and let them know why you are participating in the Torch Run. Tag Special Olympics New Jersey in your posts!



[@specialolympicsnj](https://www.instagram.com/@specialolympicsnj)



[@SONewJersey](https://www.facebook.com/@SONewJersey)



[@SONewJersey](https://www.twitter.com/@SONewJersey)



[SONewJersey](https://www.tiktok.com/SONewJersey)

Sample Posts

Help me support thousands of athletes who participate in Special Olympics New Jersey. Please donate to my Law Enforcement Torch Run fundraising page! #NJLETR
<insert link to personal fundraising page>

You can make a difference! Help me reach my fundraising goal as I participate in the Law Enforcement Torch Run for Special Olympics New Jersey athletes. #NJLETR
<insert link to personal fundraising page>

Time to carry the "Flame of Hope"! Help me support Special Olympics New Jersey by donating to my Torch Run fundraising page! #NJLETR
<insert link to personal fundraising page>