



HOW TO SHARE YOUR FUNDRAISER



The key to a successful fundraiser is demonstrating to your network of family and friends why Travis Manion Foundation (TMF)'s mission is important to you. When you show your community why you're passionate about empowering veterans and families of the fallen to develop character in future generations, you're more likely to garner their support.

Here are a few ways you can share your fundraiser and reach your fundraising goal:

TEXTING

The quickest way to share your fundraiser with friends and family is to text your page link:



- Login to your [RunSignUp](#) page
- Go to your fundraising page
- Click the Link button on the right-hand side, copy & text

SEND AN EMAIL



You can also share your link via email directly from your fundraising page. Follow the same steps above, but instead of clicking the text icon, select the envelope and follow the prompts to send an email to friends, family, and co-workers.

TIP: For emails you send outside of the app, gather support by adding your fundraising link in your email signature.

POST ON SOCIAL MEDIA



TMF created graphics to help you easily share news about your fundraiser on Facebook, Instagram, or other social media networks. Download images and suggested copy from the **Fundraiser Toolkit** at travismanion.org/fundraising-911heroesrun, making sure to include your fundraising page link.

GO LIVE ON FACEBOOK OR INSTAGRAM

Reach a wider audience by streaming on Facebook or Instagram Live. Go selfie-style and talk about why you're participating in your event and fundraising for TMF. Be sure to link your unique fundraising page in your post. Friends and supporters can donate directly as they watch in real time, or after you post the video to your page.

Note: If you prefer to go live from your desktop, use the Google Chrome web browser. Live streaming requires devices with Internet access, a camera, and a microphone.

To live stream on Facebook Live:

- Click Create Post at the top of your News Feed
- Click [...], then click Live Video
- Write something about your live video, making sure to include your link
- Click Go Live in the bottom left

TIP: Hundreds of companies and organizations will match donations to TMF. Encourage friends and family to search for theirs during the donation process at travismanion.org/employer-matching.