

# Social Media Fundraising Toolkit

Spread awareness of the AKC Canine Health Foundation's (CHF) mission to advance the health of all dogs by creating your own social media fundraiser. Encourage your network to celebrate your love for dogs by supporting CHF-funded canine health research and help all dogs live longer, healthier lives.

On your next birthday or special occasion, ask your friends and family for a gift that truly makes an impact and challenge others to do the same!

## Getting Started:

**To post a Facebook Fundraiser benefiting CHF on your Facebook profile:**

1. Log on to your Facebook page
2. Scroll down on the left side of the page and select **Fundraisers**
3. Select **AKC Canine Health Foundation** as your nonprofit
4. Determine your fundraising goal
5. Fill out the additional information: end date, title, and why
6. Add a cover photo and fill in details for your fundraiser. We have provided a sample narrative. However, feel free to add your voice as to why you are making canine health research a priority.
7. Tap **Create**
8. Alert your followers during your campaign and remind them to donate

**To post an Instagram Fundraiser benefitting CHF on your Instagram Account:**

1. Open Instagram and tap **+**
2. Create or choose your image and tap **Next**
3. Crop and filter your post, and then tap **Next**
4. Tap **Add Fundraiser**
5. Choose AKC Canine Health Foundation. You will automatically go to the **Fundraiser Details** page.
6. Enter the details for your fundraiser and tap **Done**
7. Tap **Share**

## Sample Posts

Need inspiration? **Copy and paste these sample posts** to let your network know you are raising awareness for the AKC Canine Health Foundation. **Add a favorite photo of your beloved pet** and be sure to tag us with @AKCCanineHealth. Continue to update everyone on the progress to goal and encourage them to participate. Hashtags help spread the word: **#CanineHealth #FacebookFundraiser #dogsoffacebook, #dogsofinstagram**, etc. **Tag friends and nominate them to start their own fundraiser.**



*Please make advancing canine health research a priority by donating to my fundraiser for the AKC Canine Health Foundation (CHF)! Your gift supports CHF-funded canine health research and helps share health information to prevent, treat & cure canine disease.*



*Please Join me in supporting the AKC Canine Health Foundation! Help me reach my goal by donating today. Together, we can help all dogs live longer, healthier lives.*



*It's not too late to join me in supporting AKC Canine Health Foundation (CHF) funded research that benefits all dogs worldwide! For my birthday/holiday this year I am asking my friends and family to donate to my fundraiser benefiting CHF. Together, we can support canine health research critical to advancing the health of all dogs.*