

# INDIVIDUAL SOCIAL MEDIA TOOLKIT

ZERO's most successful Grow & Givers tell us that social media is KEY to raising lots of money. Here are some catchy post ideas that'll help you get started.



# Facebook

## START A FACEBOOK FUNDRAISER

Setting up a fundraiser on your own Facebook page is easy. Make sure you choose ZERO - The End of Prostate Cancer as your non-profit. This link will take you step-by-step through the process: [facebook.com/fundraisers](https://facebook.com/fundraisers)



**ZERO OUT  
PROSTATE CANCER**



**GROW & GIVE**

## ADD A FACEBOOK FRAME TO YOUR PROFILE PICTURE

1. Go to [www.facebook.com/profilepicframes](https://www.facebook.com/profilepicframes)
2. Click your profile picture in the bottom left and select your Page
3. Search for a frame by entering "ZERO - The End of Prostate Cancer"
4. Choose the "Grow & Give" frame
5. Click Use as Profile Picture

## IF YOU PREFER STANDARD FACEBOOK POSTS, HERE ARE TWO SUGGESTIONS

### KICKOFF POST

I shaved for the LAST time this morning - and it's all for @ZeroCancer! I'm about to get real scruffy for the next 30 days as I raise awareness and money to END PROSTATE CANCER.

One in nine men will get prostate cancer. Let me know in the comments if you know someone whose been affected by this disease.

Here's the link to my Grow & Give fundraising page: (link). I'm not planning to shave until I meet my goal of \$XXXX, so yeah...things are about to get real hairy.



## UPDATE POST



Yup, I'm officially scruffy! For those of you who don't know, I'm growing out my facial hair (for women: donning a fake stache) for @ZeroCancer's Grow & Give campaign. I'm on a mission to END PROSTATE CANCER and I need your help. There's only (3/2/1) week(s) left to donate!

More than 174,000 men will be diagnosed with prostate cancer this year and I'm not shaving until I've done my part. Check out my fundraising page to donate: (link).

Note: Post a photo!



## **GO LIVE ON FACEBOOK TO KICKOFF YOUR FUNDRAISER!**

**Let your followers know what you're doing, take their questions in the comments section, and encourage them to donate. You can even go LIVE with weekly updates.**



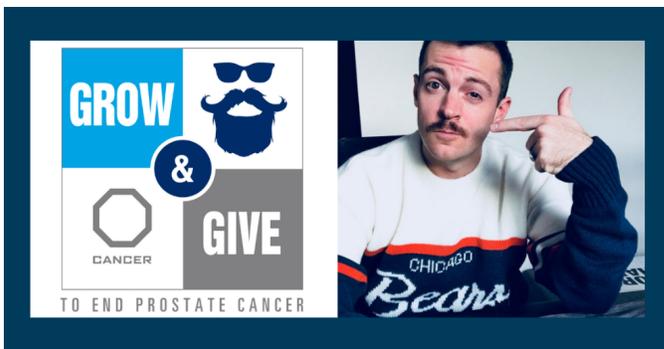
Here's a rundown you can use:

- Tell your audience why you're growing your mustaches/beards this November.
- If you have a personal connection to prostate cancer, share it.
- Educate your donors. ZEROcancer.org is a great place to read up. Lead with "One in Nine men will get prostate cancer."
- Encourage your followers to spread the word about your Grow & Give campaign and to DONATE!
- Throw down a friendly challenge to your friends. Don't forget to tag them in your post.
- Always post the link to your fundraising page at [support.zerocancer.org](https://support.zerocancer.org).
- Make sure everyone on your team shares the post to their personal Facebook pages.

# Twitter

## KICKOFF POST

It's #NoShaveNovember and I'm putting down my razor to raise awareness and \$ to #EndProstateCancer. 1 in 9 men will get #prostatecancer - how scary is that? Learn more and #donate here: (link). @ZeroCancer



## UPDATE POST

Things are getting hairy - but it's all to #EndProstateCancer. I'm taking part in @ZeroCancer's Grow & Give campaign bc 174K fathers, husbands & friends are battling #prostatecancer right now! Retweet to spread the word. And then #donate! (Link)

**Note: Post a photo!**

## SHOOT A VIDEO!



**We all know Twitter is a great place to tweet mustache/beard photos and your fundraising link. But consider shooting a quick video with your phone and uploading that to Twitter. Keep your video at about two minutes and make it fun!**

- Give an update on your facial hair growth.
- Tell followers the CONS of having a beard. (They're itchy. Food gets caught in them. My beard is gray!) And the PRO: helping to END PROSTATE CANCER.
- Always use the hashtag #EndProstateCancer and tag @ZEROcancer.
- If you're doing a challenge, tag your challengers so they see the post.
- Ask your followers to RETWEET your video to spread the word.
- Tag potential donors.

# Instagram

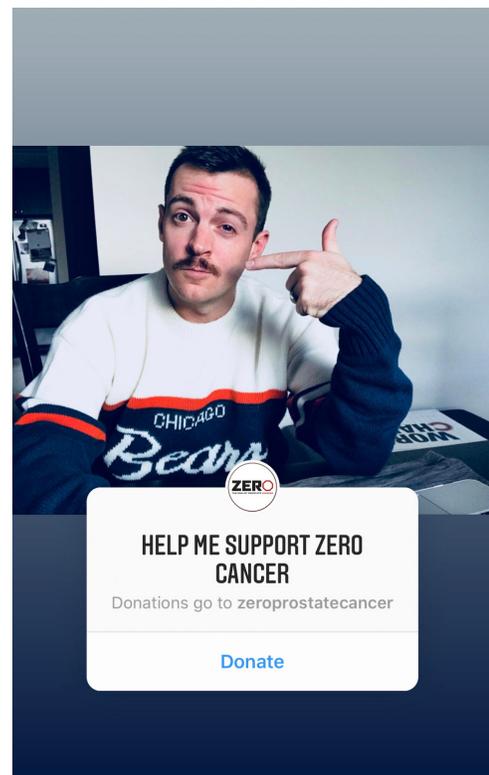
## USE INSTAGRAM'S DONATION STICKER.

Photos, photos and more photos. Did we mention that it's good to post photos on Instagram? We're pretty sure you've got the photos-thang locked down, but don't forget to take advantage of Instagram's donation sticker. Here's how:

1. Make your post in Instagram's stories.
2. Click the sticker button.
3. Add the DONATION sticker.
4. Choose ZERO - The End of Prostate Cancer as your nonprofit.
5. Pin your story to the HIGHLIGHTS.

### OTHER INSTAGRAM TIPS:

1. Shoot a 1-minute video with updates on your team's progress.
2. Go LIVE.
3. Include your fundraising link in your Instagram bio.



## OTHER SHAREABLES FOR ALL PLATFORMS (INCLUDING LINKEDIN)

- Shoutouts to donors
- Media coverage
- Posts from ZERO!

**MOST  
IMPORTANTLY,  
FOLLOW ZERO  
EVERYWHERE!**



**@ZeroCancer**



**@ZeroCancer**



**@zeroprostatecancer**