

# 2022 National Aviary Social Media Toolkit

Use this toolkit to raise support for your fundraiser, recruit teammates, and promote the National Aviary's mission!



## Link your fundraising page to your [Facebook](#) to make it a Facebook fundraiser!

- Log in to your fundraiser on the Hike-A-Thon's [event page](#).
- Click "Manage my Page" to make edits to your fundraiser, including creating a [Facebook fundraiser](#)!
- On the left side of your dashboard, click on "Create a Facebook Fundraiser."
- This will integrate your Hike-A-Thon fundraiser with Facebook and allow you to easily share with your family, friends, and followers! Use some of the suggested posts below to help share your recruitment and fundraising efforts leading up to the official start of the Hike-A-Thon, as well as throughout the month of September!

## Example Posts You Can Use:

My favorite bird at the National Aviary is the ... . That's why I'm participating in the National Aviary Hike-a-thon Presented by UPMC Health Plan - and raising funds to help them continue caring for birds like name bird species! Contribute today - or join my team - to help the National Aviary continue their important work! #AviaryHike

I am halfway to my fundraising goal of... for this year's National Aviary Hike-a-thon Presented by UPMC Health Plan. Every dollar counts to help fund their vital conservation work. Help the National Aviary protect bird species at home and abroad by donating today! #AviaryHike

On today's **hike/ride**, I saw a/an ...! I'll be **hiking/biking/exploring** all September long during the National Aviary's 2nd Annual Hike-A-Thon Presented by UPMC Health Plan. Help me reach my fundraising goal before then to that I can support the National Aviary's mission of inspiring respect for nature through an appreciation of birds! Donate today!

Hiking/Biking for the next 4 hours and trying to raise \$100 during that time. Please help! Donate here to help me reach \$100 for the National Aviary! #AviaryHike **#AviaryHike**

I'm almost there! I only have \$\_\_\_\_\_ more to go to hit my goal of \$\_\_\_\_\_. Help me get there by September 30! Donate now! **#AviaryHike**

## Don't Forget

After your fundraiser concludes in September, be sure to thank all your supporters and donors. Even consider providing a summary of how much activity you logged and/or how much money you raised!

Be sure to use **#AviaryHike** in your posts, and your post will automatically show up on the event website's photo gallery! Feel free to follow the National Aviary on all the channels below, we may share photos you tag us in, too!

**Facebook: National Aviary**  
**Instagram: national\_aviary**  
**Twitter: National\_Aviary**