



#FUNDRAISING WITH TEAM FOX ON SOCIAL MEDIA

SPREAD THE WORD

Kick-start your Team Fox fundraising with a story about why you are supporting The Michael J. Fox Foundation's mission. Include information about upcoming challenges or virtual events and remember to add the link to your Team Fox fundraising page for donations.

LEAD BY EXAMPLE

Start your fundraising with a self-donation! Your friends and family are more likely to donate to your fundraiser if they see that you have.

CREATE EYE-CATCHING CONTENT

Post high-quality pictures and videos, limit distracting filters and edits, and include a clear call to action in the caption. Remind your community that any amount helps — If 10 people donate \$10, that's \$100 closer to your goal!

ENGAGE YOUR FOLLOWERS

After posting, be sure to thank supporters, like comments, and respond to questions. Go the extra mile and create dedicated posts recognizing donors, committee members and event volunteers!

ADD HELPFUL HASHTAGS AND TAG TEAM FOX

Tag Team Fox in your posts and include our official hashtag: **#GoTeamFox**. This allows other members of the Team Fox and The Michael J. Fox Foundation community to find, follow, repost and reshare. Other relevant hashtags include **#Parkinsons** **#Research** **#FindACure** **#FundACure**, as well as those linked to specific campaigns like **#ParkinsonsAwarenessMonth** in April.



FEELING STUCK OR NEED SOME HELP?

The Team Fox staff is with you every step of the way. Email us at teamfox@michaeljfox.org



teamfox.org

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[t @teamfox](https://twitter.com/teamfox)

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

[#GoTeamFox](https://www.instagram.com/teamfoxmjff)