



RMHC®  
New Zealand



**SOCIAL MEDIA GUIDE**



One of the best ways to spread the word about your House to House fundraiser is by sharing it with friends and family on social media.

Sharing your reasons for taking part in the event and your progress along your journey is a great way to get the interest of others.

Below are a few general pointers, plus some tips and examples specific to Facebook, Instagram, and Twitter.

- Share your fundraiser directly to your own social pages using the share buttons on your fundraising page
- If you use instagram then add your fundraising URL link to your bio so it is easy for your followers to find
- Tag [@rmhcnewzealand](#) in your posts
- Tag friends and family who have donated with a heartfelt 'thank you'
- Join the conversation with [#HouseToHouse2022](#) and [#KeepingFamiliesClose](#)
- Mix it up by sharing updates on your progress, photos of your favourite routes, inspiring messages, and positive stories

## Social Media Examples



### Sample Facebook Posts

More than 4,600 families need the accommodation and support of [@rmhcnewzealand](#) each year. It costs \$170 to accommodate 1 family for a night – if you'd like to help me support these families you can donate directly to my page: (insert URL). Every dollar will make a difference to reaching my target and supporting families. [#HouseToHouse2022](#) [#KeepingFamiliesClose](#)

[@rmhcnewzealand](#) means a lot to my family, and I'd love to give back so I'm taking on the challenge to (walk/run /bike/swim) 210KM during March - take a look at my page here (insert URL) [#HouseToHouse2022](#) [#KeepingFamiliesClose](#)



### Sample Instagram Posts

Check out the fun we're having covering 210KM this month for our [@rmhcnewzealand](#) fundraiser! You can support me & this amazing cause (URL is in my bio) [#HouseToHouse2022](#) [#KeepingFamiliesClose](#)

Thanks @USER for your donation – you've helped me get over the halfway line to my [#HouseToHouse2022](#) fundraising goal! [@rmhcnewzealand](#) [#KeepingFamiliesClose](#)

Fundraising for [@rmhcnewzealand](#) in the [#HouseToHouse2022](#) challenge has given me extra motivation to get outdoors and (e.g. enjoy an evening stroll to watch the sunset)! Check out my story (insert URL) [#KeepingFamiliesClose](#)



### Sample Tweets

Check out my [#HouseToHouse2022](#) fundraiser for [@rmhcnewzealand](#) – I'm attempting to run 210KM this month & your donations will be [#KeepingFamiliesClose](#) (insert URL)

I am halfway to my [#HouseToHouse](#) fundraising goal! Please share & keep the donations going – visit (insert URL) to support [@rmhcnewzealand](#) in their goal of [#KeepingFamiliesClose](#)

Thank you @USER for your generous donation to my [@rmhcnewzealand](#) [#HouseToHouse2022](#) fundraiser – your support means the world! [#KeepingFamiliesClose](#)







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