

## Your company can fight digestive diseases on facebook.

**Maximize your fundraising for CCFA's Take Steps for Crohn's & Colitis using Facebook.**

**Change your status update *often* – even multiple times a day.**

- Try the weekends and weeknights when people are more likely on Facebook.

**Talk about your goals.**

- “Our team is \$250 short of my goal to find a cure for digestive diseases. I need 25 people to give \$10!”

**Share pages on Facebook**

- Share pages on Facebook. You can copy and paste links to your Facebook page to share them.

**Make your status updates creative!**

- “I’ll send an autographed photo of myself (or cookies, mix-tapes, etc.) to the next 10 people who donate \$10 or more to help me fight digestive diseases.”
- “Thanks to John Doe, my donor-of-the-day, for putting me closer to my goal! Who will be tomorrow’s highlighted donor?”

**Be specific.**

- “I need at least 50 friends to donate in the next 2 days.”
- “I want to reach my goal by May 1, the anniversary of my diagnosis with ulcerative colitis.”
- “Look at the Take Steps badge on the bottom left of my profile page. Click on it and take 3 minutes to donate. It’s secure and every amount helps!”

**Tell a story.**

- “I’m walking this year because my aunt ...”
- “I just got an email from someone who told me she donated to my efforts because she ...”
- “I want my mom to celebrate birthdays until she’s 100 so ...”
- You can also tell a story by tagging you or your friends’ photos and notes, to connect your friends, and grow your network.

**Be bold.**

- “I don’t want Crohn’s disease to affect another year of anyone’s life.”
- “I’m taking steps for Crohn’s & Colitis because I don’t want my children to ever get this disease.”

**Send Facebook Messages if people aren’t responding to your emails.**

- You can send messages individually or to groups of up to 10 people at the same time on Facebook.
- Direct friends to the Take Steps badge on the bottom left of your profile page and to click on “support me” or “join me.”