

100 Friends in 100 Hours Fundraising Challenge

Facebook algorithms will show your fundraiser to more people if there is a lot of activity on your page in a short amount of time. Because of this, many have found fundraising blitz to be extremely successful. If you have not yet set up your facebook fundraiser, first follow these instructions:

<https://llsdata.app.box.com/file/569819453984>

Here is a sample post to start this challenge:

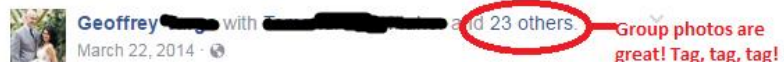
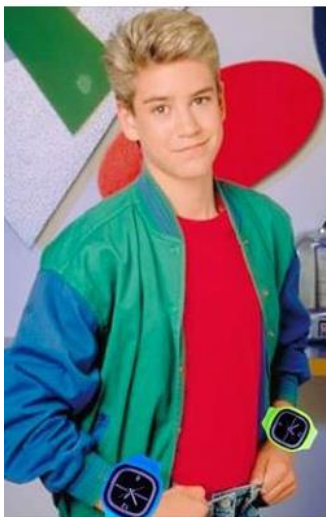
*I am looking for 100 friends to join with me in the fight against cancer! In the next 100 hours, I am looking for 100 donations. I don't care how large or how small your donation is, I just want 100 people to get involved! I'm going to be sharing facts and stories and I hope that will encourage you to get involved! I am kicking off the challenge at 5pm Thursday, **DATE** and going through 9pm on Monday **DATE**. There will be prizes, drawings and incentives along the way because I want this to be fun for everyone!*

- **Update, thank, and tag your donors OFTEN** on Facebook! –Every time someone donates post a picture of that person (ideally with you) and thank them and tell a little anecdote as to how you know them. People LOVE this!! If you have a picture with the donor and a number of other friends, use that picture and tag all the friends in the picture – it will encourage the others to donate.

Sample post:



Thank you to my 77th friend Zack Morris. He and I went to Bayside High together but I was never cool enough to hang out with him. But I thank him for his donation! Cancer ends with you, Zack!

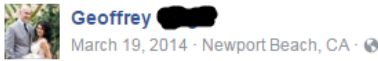


Thank you to my 79th friend, [redacted]! I'm so glad I've gotten to know you through Future Leaders of Our Community [redacted] and our time on the Space Monkey enjoying life. Thank you for the work you do for our community and I think you are an amazing father and business man. I look up to you man! Thank you for joining me in this fight, amigo. You are a blessing to so many!



- **HAVE FUN!!!** This is a virtual party!!! Think of fun incentives you can give...maybe bake brownies for the first person to donate or the 23rd or the 91st? Raffle off small prizes at random milestones.

Sample posts:



INCENTIVE TIME: I am above 33 friends right now but I'm not telling how many... Since Claudia [redacted] is away from her computer and not on Facebook to defend herself, I'm going to offer you her cookies! That's right... [redacted] COOKIES to my 40th and 50th friend! If you haven't had them, you've been missing out your whole life. If you have had them, I'm sure you're ready to donate!



Challenge accepted! If I get to 50 friends to donate by midnight tonight, I will wear a tutu to practice on Saturday. If I get to 60 friends I will wear a tiara. 75 friends get fairy wings.



- Pit groups of friends against each other! Who is going to have more donations – your high school or your college friends?
- Ask your friends to invite their friends...this is how you get donations from people you have never met!!
- Do a countdown every few hours “I only need 30 more donations and I have 42 hours left.”
- You have to be committed to the 100 hour period. Be on standby to find pictures and post a thank you ASAP. This is a good reason to have at least part of your 100 hours be over a weekend period.
- Make the event fun. Post fun facts and stories throughout the 100 hours. Engage your friends in the conversation. Tell people about your honored heroes. It all encourages people to join in the fun.