

Step-by-step guide to fundraising on social media



Social media is a powerful way to boost your fundraising for the Vinnies CEO Sleepout. This step-by-step guide will help you raise awareness and reach your fundraising goals.

It's quick to set up, simple to follow, and perfect if you're juggling a lot and just want clear steps that actually work.

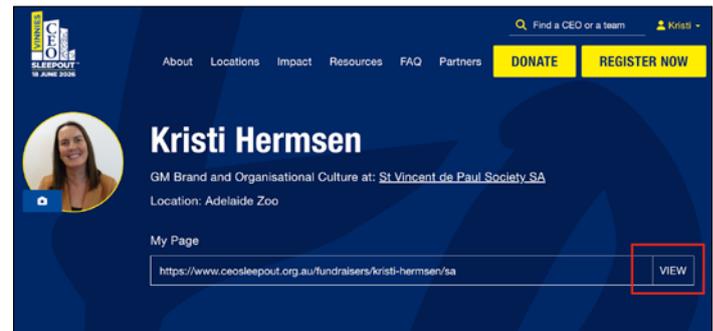


IMPORTANT:

If you're posting on Facebook, **DON'T** use Facebook's 'Add a Donate Button' feature. Donations made through Facebook won't reach your Vinnies CEO Sleepout total.

1 Visit your fundraising page

Log in to your Vinnies CEO Sleepout dashboard and click "View" next to your fundraising page link. This opens your public page, which is the one you'll share on social media.



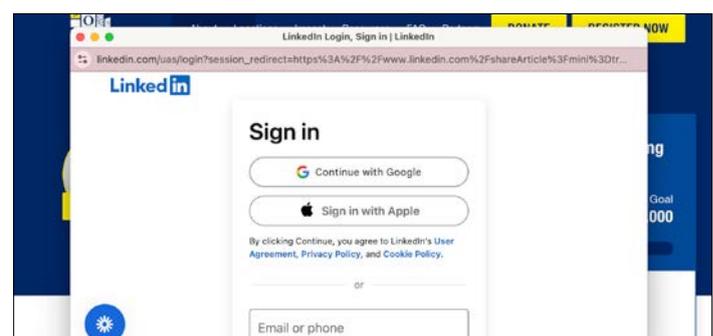
2 Pick your platform

Under 'Share this page' on your fundraising page, you'll see icons for Facebook, X (Twitter), email and LinkedIn. Share on the platforms you use most, and mix it up so your colleagues, friends, and family all see you're raising funds.



3 Log in to your social account

A pop-up window may ask you to sign in to your social account. If you're already logged in on your device, you'll move straight to Step 4.



4 Share your story

A pop-up box will open with space for your post. This is where you'll tell your network why you're taking part in the 2026 Vinnies CEO Sleepout and why you need their support. We've provided some examples of what you can say in your posts below.

LinkedIn / Facebook

This June, I'm taking part in the 2026 Vinnies CEO Sleepout to help people facing homelessness – and I'd love your support.

For one night, I'll give up my bed and sleep out on cardboard to gain a small insight into what too many people experience every day.

Will you donate to help me reach my [\[Insert amount here\]](#) goal? Your support will help provide accommodation, meals, emergency assistance and long-term solutions that transform lives.

Please dig deep to help me reach my goal. Thank you!

X (Twitter)

I'm sleeping out at the 2026 Vinnies CEO Sleepout to help people facing homelessness – and I need your support.

Costs are rising and homelessness is a growing problem, but together we can transform lives.

Please donate here:
[\[insert fundraising page link\]](#)

5 Post your message

Give your post a quick proof-read, then click Post. You're done!

6 Keep posting

Not everyone will see your first post, so keep sharing updates—weekly or more often in the final month. Let people know how far you've come and what you still need to reach your goal.



Hints and tips to help you raise more



1 Be consistent

A quick update will help build momentum throughout the campaign as people see you raising more and getting closer to the big night.

2 Use photos and video

A photo of yourself, or a 20–30 second clip filmed on your phone, thanking donors and sharing your “why” is a great way to add authenticity to your posts.

3 Show the impact

By getting specific, people can see exactly how their donation helps. For example, “Your donation could provide a warm bed, a meal, or emergency assistance for someone who needs it.”

4 Get your team involved

Tag colleagues or your workplace and encourage them to like, comment, or share your posts to help spread the word.

5 Tag Vinnies on your socials

- On Facebook and Instagram, you can tag @VinniesCEOSleepout
- On X, you can tag @CEOSleepout



NEED SUPPORT?

If you have any questions about sharing your fundraising page or need a hand with social media, please reach out to your local Vinnies CEO Sleepout team on www.ceosleepout.org.au/contact.

Thank you for fundraising and leading the way against homelessness!