

- CAMPAIGN BLOGGING -



DON'T FORGET TO BLOG! BLOG! BLOG!

» **Blogging Regularly is So Important**

We can't stress enough the importance of blogging regularly. Visitors want to become invested in your story as they decide to invest financially. Keeping them updated and engaged with your story is key!

» **Share It All!**

Share lots of photos, cute, funny and hopeful moments, as well as moments of vulnerability and the trials your family is facing during your medical journey. Your posts don't need to be long or detailed, just share what's going on and try to always include compelling photos with each post.

» **Don't Be Afraid to Include Your Community**

Let your community share in this journey with you! The more they know, the more they want to give of their time, their talent and their treasure. Don't be afraid to let the walls down and share your story.

» **How Often Should You Blog?**

As often as you can! Whether it's to share an update that your loved one is scheduled for surgery, or that they are finally coming home, or just that your family decided to build a fort and eat ice cream... it's all relevant for your Help Me Bounce blog. Let visitors see the everyday of your life, as well as the major moments in your family's medical journey.

» **Approval Required for All Updates**

Please note that each update to your campaign profile will not go live until the Spare Key team has approved it, so don't worry if your post doesn't show immediately!