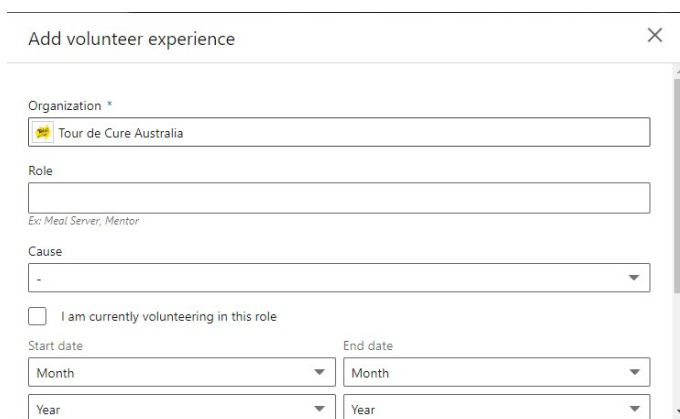


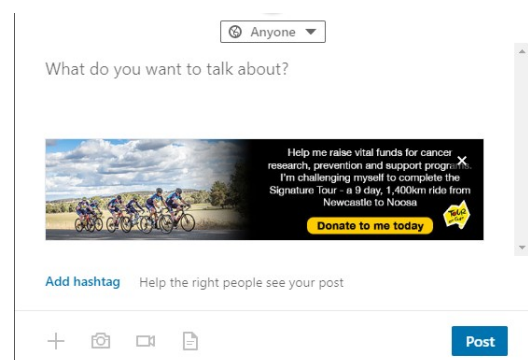
How to Share your Tour de Cure Journey on LinkedIn

LinkedIn is a great way to share your TDC Journey with your professional network. Update your profile under the volunteer section, instructions below. You can now do a status update with the 'why' you are doing Tour de Cure and where the funds are going – include your fundraising page link to make it easy for people to make donations.

1. Open your LinkedIn profile.
2. Click the blue **"Add profile section"** located in your bio and then select **"Background"**. If you are on the mobile app select the blue **"+"** in the bottom right hand corner and proceed.
3. When the dropdown menu appears, click the **"+"** beside **"Volunteer Experience"**.
4. Type **"Tour de Cure Australia"** in the organisation field
5. Click **"Role"** and add **"Fundraiser"**
6. Click the **"Cause"** drop-down list and choose **"Health"** from the list.
7. Select the month and year from the drop-down lists. LinkedIn defaults to present with no end date. If this Volunteer experience is no longer current, enter an end date by deselecting, **"I Currently Volunteer Here"**.
8. In the Description field, enter information about your volunteer experience at Tour de Cure.
 "I have been involved with Tour de Cure since 2xxx as a participant in xxxx tours. [insert your own 'why' story]. I have personally raised over \$xxxx for cancer research, support and prevention through my own organised fundraising events and initiatives."
9. Click the **"Save"** button.



The screenshot shows the 'Add volunteer experience' form on LinkedIn. The 'Organization' field is filled with 'Tour de Cure Australia'. The 'Role' field is empty, with a placeholder text 'Ex: Meal Server, Mentor'. The 'Cause' dropdown menu is set to '-'. There is a checkbox for 'I am currently volunteering in this role' which is unchecked. The 'Start date' and 'End date' fields are both set to 'Month' and 'Year' respectively.



The screenshot shows a LinkedIn post creation interface. The audience is set to 'Anyone'. The text area contains the text: 'What do you want to talk about?'. Below the text is a fundraising banner for the Tour de Cure, featuring a photo of cyclists and the text: 'Help me raise vital funds for cancer research, prevention and support programs. I'm challenging myself to complete the Signature Tour - a 9 day, 1,400km ride from Newcastle to Noosa. Donate to me today'. Below the banner is the 'Add hashtag' section with the text 'Help the right people see your post'. At the bottom right is a blue 'Post' button.