

# EXAMPLE SOCIAL MEDIA POSTS

Fill in the blanks below to customize the posts toward your organization's cause.

## FACEBOOK

- (INSERT ORGANIZATION) is fundraising to \_\_\_\_\_! We provide \_\_\_\_\_ (INSERT SERVICE PROVIDED). Imagine you were without (LIST SERVICE OR ITEM AND WHY YOU WOULDN'T WANT TO GO WITHOUT IT. *Ex Clean water, school books, food*). You can make a difference. Support your community today by donating now! \*INSERT LINK\* \*tag friends in post\* \*tag organization\*
- Who loves (INSERT ORGANIZATION)? They are fundraising for \_\_\_\_\_ campaign. Help make a difference and be the gift that helps \_\_\_\_\_ (INSERT DESIRED RESULT OR IMPACT). Donate today! \*insert link\* \*tag friends in post\*
- (THIS IS NOT AN ASK)  
Thank you (INSERT/TAG NAMES OF FRIENDS WHO DONATE THROUGH YOU) for supporting me in our fundraising effort. You are some of my favorite Champions!

## TWITTER

- Remember what it was like when \_\_\_\_\_ (INSERT A MEMORY OF SOMETHING YOU COULDN'T DO BUT CAN NOW) - you can create that for \_\_\_\_\_. Visit \*LINK\* and support \_\_\_\_\_ (INSERT ORGANIZATION). #YOUREVENTHASHTAG

- I have committed to raising \$\$\$ for \_\_\_\_\_(INSERT ORGANIZATION / CAMPAIGN NAME), and I could use your support! \_\_\_\_\_(INSERT PERSONAL FUNDRAISING LINK) #YOUREVENTHASHTAG
- I'm almost to my goal, help a girl / guy out in order to \_\_\_\_\_ (INSERT WHAT YOUR FUNDRAISING GOAL HELPS). \_\_\_\_\_ (INSERT PERSONAL FUNDRAISING LINK)
- Can we all agree that (INSERT GROUP / AREA AFFECTED) needs \_\_\_\_\_? Then join us in supporting our \_\_\_\_\_ campaign! \_\_\_\_\_(INSERT LINK) #YOUREVENTHASHTAG

## INSTAGRAM

- \*Post a meaningful picture that shows why the cause is important to you\*

I support (INSERT ORGANIZATION) because \_\_\_\_\_. We could use your help! This campaign will provide \_\_\_\_\_. #hashtag \*tag friends participating\* \*tag organization\*

- \*Post a photo of you holding a sign that says thank you\*

Thank you (INSERT NAMES OF FRIENDS WHO DONATE THROUGH YOU) for supporting me in our fundraising effort. You have helped me raise over \$\$\$! #hashtag \*tag friends who donated through you\*

- \*Post a picture of your friend / you and your friend\* \*add the donation link to your bio\*

My beautiful/wonderful friend @NAME has committed to raising \$\$\_\_\_\_ for our community through (INSERT ORGANIZATION). She/he can use your help, link in bio! #hashtag \*tag friend\* \*tag organization\*

# EXAMPLE EMAIL

## EXAMPLE EMAIL 1:

Friends,

I am a supporter of (INSERT ORGANIZATION) and learned about their \_\_\_\_\_ online campaign. I take \_\_\_\_\_ (INSERT SOMETHING THE ORGANIZATION PROVIDES THAT YOU TAKE FOR GRANTED) for granted, don't you? Then I imagine \_\_\_\_\_ (INSERT UNDESIRABLE RESULT FROM NOT HAVING THAT ITEM). I love this fundraiser because the funds directly support (INSERT WHAT FUNDS GO TOWARD). Our goal is to raise <\$\$\$> to fund \_\_\_\_\_. Will you join me?

I have set a personal goal to raise \$XXX this week and would be so thankful for your help in reaching that goal.

(INSERT PERSONAL FUNDRAISING LINK)

Thank you!

YOUR NAME

## EXAMPLE EMAIL 2:

Friends,

I have always had a strong connection to the \_\_\_\_\_ (INSERT ORGANIZATION NAME), and now I have the opportunity to help them raise funds for their \_\_\_\_\_ (INSERT CAMPAIGN NAME) online campaign!

(INSERT ORGANIZATION) is fundraising to \_\_\_\_\_ (insert what organization is funding for). Please join me in supporting this organization and their wonderful cause.

My personal fundraising goal is to raise <\$\$\$> by the end of the campaign and be number one on the fundraising leaderboard! Any size gift will help bring me closer to my goal and support an amazing organization. Click the link below to donate today!!

(INSERT PERSONAL FUNDRAISING LINK)

Thank you!

YOUR NAME

**EXAMPLE EMAIL 3:**

Friends,

(INSERT ORGANIZATION) has really captured my heart and imagination. (Insert sentence to tell your friend WHY this organization matters to you and what the funds raising will accomplish.)

On \_\_\_\_\_ (INSERT LAUNCH DATE), we launched the \_\_\_\_\_ (INSERT CAMPAIGN NAME) Campaign. It is a campaign that will ensure \_\_\_\_\_(insert what you are fundraising for). Your support, through the link below, will benefit a wonderful organization and also move my name up the leaderboard. More importantly, we will celebrate the power of collective giving. We want the entire community to feel connected and everyone counts.

We are excited to see how big and influential our network might be! With your help at any level, we can make a difference. Join me today in support of the \_\_\_\_\_ (INSERT ORGANIZATION NAME) Community!

(INSERT PERSONAL FUNDRAISING LINK)

Thank you!

YOUR NAME