

2025 Spring's Yum-Raising Suggested Social Media Copy & Best Practices

After you download the social media images, you're almost ready to start posting!

We've suggested captions for each post below to get you started. Feel free to add *(more)* emojis and personalize your post! 🍫

Remember to add important key details, so your supporters know the following:

- Your Organization/School/Other you're fundraising for
- Profit goals
- Fundraiser end date
 - (Spring's Yum-Raising shops closes 4/4/25)
- Your direct storefront link
 - Instagram: Put link in bio (see instructions on pg. 8)
 - Facebook: Add link directly in post

*The social media posts serve **three** purposes:*

1. 📣 **Announce/Create Awareness**

- *Let your followers and supporters know you're fundraising with See's Candies.*

2. 📅 **Communicate Deadlines & Goals**

- *We've created time-based posts (i.e., 2 weeks left, Last day to order), so supporters can place their chocolate orders on time.*
- *Profit Tracking: Your followers and supporters would love to know how you're progressing towards your goal! Share updates and milestones.*

3. 🙏 **Thank Your Supporters**

- *After the season is complete and/or you reach your goal, thank your supporters, and let them know when you plan to Yum-Raise again!*

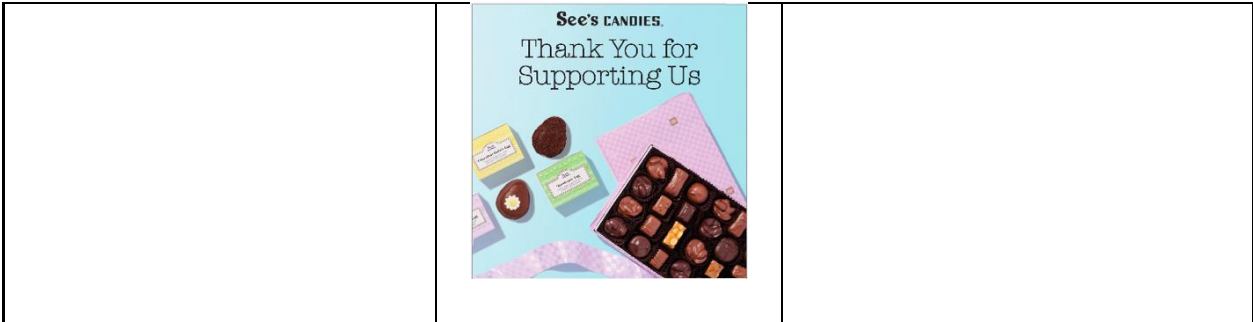
Suggested Social Media Posting Schedule:

Date/Timing	Image	Notes
<p>When you're waiting for your storefront to be approved or are about to kick off your fundraiser.</p>	<p>The image shows a collection of See's Candies products, including boxes of Peanut Butter Kisses and Milk Chocolate Truffles, arranged on a light blue background. The text 'See's CANDIES Our Fundraiser Is Coming Soon!' is at the top.</p>	
<p>When your storefront is live!</p>	<p>The image features a pink gift box of See's Candies with several candies spilling out. The text 'See's CANDIES Our Fundraiser Starts TODAY' is at the top.</p>	
<p>Throughout January - April</p>	<p>Profit goal updates (25%, Halfway there, etc.)</p>	<p>Keep your followers posted on your fundraiser's progress.</p>
<p>3/11</p>	<p>The image shows a variety of See's Candies products in a field of colorful flowers. The text 'See's CANDIES Help Us Reach Our Goal' is at the top.</p>	<p>Spring's product start shipping orders already placed on 3/11. Great time to post an update about your profit goals!</p>
<p>3/21</p>		<p>2 weeks before Valentine's Yum-Raising closes on 4/4.</p>



	An advertisement for See's Candies featuring a white bunny holding a carrot, surrounded by various candy boxes and baskets. The text reads "See's CANDIES. Only 2 Weeks Left to Order!".	
3/28	An advertisement for See's Candies showing a round chocolate box with a purple ribbon and a bouquet of purple flowers. The text reads "See's CANDIES. It's the LAST WEEK to Order".	1 week before Valentine's Yum-Raising closes on 4/4.
4/3	An advertisement for See's Candies displaying several boxes of candies, including one labeled "Lollypops". The text reads "See's CANDIES. Tomorrow's the Last Day to Order!".	Tomorrow (4/3) is the last day to place orders.
4/4	An advertisement for See's Candies featuring a white bunny, a basket of colorful candies, and a box of chocolates. The text reads "See's CANDIES. It's the LAST DAY of Our Fundraiser".	Last day to order before shops close.
4/5		Thank your supporters!





Social Media Caption Suggestions:

Announce/Create Awareness:

Image: Our Fundraiser Is Coming Soon!

Copy: 🌸 Spring into action! We're teaming up with See's Candies to fundraise for [ORG/CAUSE], starting [DATE]. Help us reach our goal of [\$XXX] by [DATE]!

Stay tuned for the link to our virtual candy store. 🔍



Communicate Deadlines/Goals



Image: Our Fundraiser Starts Today

Copy: Our virtual candy store is officially open! 🔍🌷 [Direct to link] Stock up on See's springtime sweets and support [ORG/CAUSE]. Every purchase makes a difference.



Image: Join the Fun(draiser)!

Copy: Satisfy your sweet tooth with treats from See's! 🍫🌷 Shop our online storefront and support [ORG]. Every order helps us reach our goal of [\$XXX].

Image: Only 2 Weeks Left to Order:

Copy: The clock is ticking! ⌚ Only two weeks left to order your See's Candies favorites and help us reach our fundraising goal for [ORG]! 🔍🌷



Image: It's the Last Week to Order:

Copy: 🌸 One week left to order See's Candies! Our virtual store closes on [DATE]. Shop now to:

- Surprise loved ones 🌷

- Celebrate spring! 🔍

- Treat yourself! (No sharing required.) 🍫



Image: Tomorrow's the Last Day to Order!

Copy: Last call for See's treats! ⌚ Tomorrow is the final day to order chocolates, gifts and more. Every purchase supports [ORG/CAUSE]. 📱🌸



Image: It's the LAST Day of Our Fundraiser

Copy: 🚨 Don't miss out — today is your FINAL chance to order See's Candies and support [ORG/CAUSE]! 🌸 All orders will arrive in time for spring celebrations.



Profit Goal Focused:

Image: We've Reached 25% of Our Goal!

Copy: ✨ We're making progress! 25% of our goal is complete, but we're not done yet. Order See's Candies today and help us reach [\$XXX]! 🔍



Image: We're Officially Halfway There!

Copy: 🌸 Halfway to sweet success! Help us close the gap by shopping See's Candies today. 🔍 Every treat you buy supports [ORG]. [Direct to link]



Image: We're so Close!

Copy: 🏆 Almost there! Every treat helps reach our goal for [ORG/CAUSE]. Shop See's Candies now and share with friends to make a difference! 🌸

Image: We Made Our Goal!

Copy: Y'all crushed it! We've hit our goal of \$XXX to support {insert organization}. 🙌 Every order made a big impact. Thank you for helping us reach it!

Thank Your Supporters

Image: Thank You for Supporting Us

Copy: 🙌 We did it! Thanks to your support, we reached [\$XXX] to help [ORG/CAUSE]. Your kindness made this spring extra sweet! 🍫 🌸



How to Access Your Virtual Storefront Link

- 1) Go to Profit Tracker Tab
- 2) Storefront Link underneath Order

See's CANDIES Yum-Raising

PROFIT TRACKER | EVENT MANAGEMENT | EMAIL MANAGEMENT | FAQs | LOG OUT

Profit Tracker

Ready, Set, Profit!

See what you've raised so far, and keep on selling till you reach your goal!

Gina's Summer Yumraiser

Bordeaux Elementary - Summer 2023 Program

GO TO THIS STOREFRONT

Total Orders	Total Sales	Total Profit
0	\$0	\$0

Profit / Goal

\$1,000.00

\$0.00

Storefront Link

https://www.yumraising.com/secure/bordeaux_ginas_summer_yumraiser1/Gin_Zin7366/candy

Helper Sales

Helper Name	Helper Sales	Helper Profit	Helper Orders
No data available in table			

Showing 0 to 0 of 0 entries

Previous Next



How to add your Yum-Raiser Storefront Link to your Instagram Bio

Step 1: Open Instagram

Open the Instagram app on your smartphone. Make sure you're logged in to the account you want to add the link to.

Step 2: Go to Your Profile

Tap on the profile icon located at the bottom right corner of the screen. This will take you to your Instagram profile.

Step 3: Edit Profile

On your profile page, tap on the "Edit Profile" button just below your profile picture.

Step 4: Add Your Link

In the "Edit Profile" section, you'll find various fields you can edit. Tap on the "Website" field — this is where you'll add your link.

Step 5: Enter the Link

A pop-up will appear where you can enter your link. Type or paste the full link (including "http://" or "https://") to the website or page you want to link to. Double-check that the link is correct.

Step 6: Save Your Changes

After entering the link, tap the "Done" button (or equivalent, depending on your device) to save your changes.

Step 7: Verify the Link

Once you've saved the link, go back to your profile by tapping the back arrow or profile icon. The link should now be visible just below your bio.

Step 8: Make It Clickable

Instagram doesn't allow clickable links in photo captions or comments, so users will need to click on your profile link to access it. You can direct them to your bio by mentioning the link in your captions or stories.

