

2026 Spring 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
 - (Winter Yum-Raising shops closes 12/4/26)
- Your direct storefront link
 - Instagram: Put link in bio (see instructions on pg. 7)
 - 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

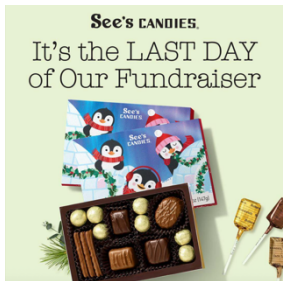
- *We've created time-based posts (i.e., 2 weeks left, Last day to order), so supporters can place their chocolate orders on time.*
- *Profit Tracking: Your followers and supporters would love to know how you're progressing towards your goal! Share updates and milestones.*

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
When you're waiting for your storefront to be approved or are about to kick off your fundraiser.	A promotional image for See's Candies featuring various candy boxes and bags, including 'Peanut Butter Cups' and 'Peanut Butter Fudge', with the text 'See's CANDIES. Our Fundraiser Is Coming Soon!'.	
When your storefront is live!	A promotional image for See's Candies featuring various candy boxes and bags, including 'Peanut Butter Cups' and 'Peanut Butter Fudge', with the text 'See's CANDIES. Our Fundraiser Starts TODAY'.	
Throughout September - December	Profit goal updates (25%, Halfway there, etc.)	Keep your followers posted on your fundraiser's progress.
11/10	A promotional image for See's Candies featuring various candy boxes and bags, including 'Peanut Butter Cups' and 'Peanut Butter Fudge', with the text 'See's CANDIES. Help Us Reach Our Goal'.	Winter products start shipping orders on 11/10. Great time to post an update about your profit goals!
11/20	A promotional image for See's Candies featuring various candy boxes and bags, including 'Peanut Butter Cups' and 'Peanut Butter Fudge', with the text 'See's CANDIES. Only 2 Weeks Left to Order!'.	2 weeks before Winter Yum-Raising closes on 12/4.

11/27		1 week before Winter Yum-Raising closes on 12/4.
12/3		Tomorrow (12/3) is the last day to place orders.
12/4		Last day to order before shops close.
12/5		Thank your supporters!

Social Media Caption Suggestions:

Announce/Create Awareness:



Image: Our Fundraiser Is Coming Soon!

Copy: This holiday season, we're partnering with See's Candies to raise funds for [ORG/CAUSE]. Help us reach our goal of [\$XXX] by [DATE]! Stay tuned for the link to our virtual candy shop 🍫🍬

Communicate Deadlines/Goals



Image: Our Fundraiser Starts Today

Copy: Our virtual storefront is now open! Treat yourself to delicious holiday candies from See's and support [ORG/CAUSE]. It's a win-win! 🎉



Image: Help Us Reach Our Goal!

Copy: See's Candies taste even better when they're paired with a great cause 📦 Every purchase brings us one step closer to reaching our goal of [\$XXX] for [ORG/CAUSE].



Image: Only 2 Weeks Left to Order:

Copy: Time's running out! ⌚ There are only two weeks left to grab your favorite See's treats and help support [ORG/CAUSE].



Image: It's the Last Week to Order:

Copy: One week left to order See's Candies! ⌚ Our virtual storefront closes on [DATE]. Stock up on some delicious treats and:

- Surprise loved ones 📺
- Celebrate the holidays 🎉
- Treat yourself! 😊



Image: Tomorrow's the Last Day to Order!

Copy: 1 day left! ⌚ Tomorrow's your last chance to order See's irresistible holiday treats and support [ORG/CAUSE] before our fundraiser ends. [Direct to link]

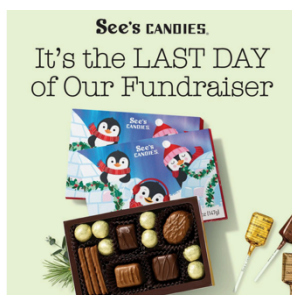


Image: It's the LAST Day of Our Fundraiser

Copy: Our fundraiser ends today! 📺 Don't miss your last chance to enjoy premium See's holiday treats and help us reach our goal of [\$XXX] for [ORG/CAUSE].

Profit Goal Focused:



Image: We Made Our Goal!

Copy: Woohoo, we did it! 🥳 Thanks to your support, we reached our goal of [\$XXX] for [ORG/CAUSE]. Every order made a difference, and we can't thank you enough.

Thank Your Supporters



Image: Thank You for Supporting Us

Copy: Big thanks to everyone who supported our See's Candies fundraiser! Together, we raised [\$XXX] for [ORG/CAUSE]. Your generosity made this fundraiser a sweet success. We couldn't have done it without you ☺

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.

