

2026 Valentine'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
 - (Valentine's Yum-Raising shops closes 1/30/26)
- 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

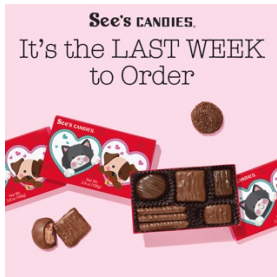
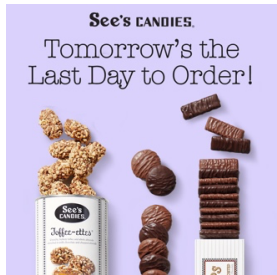
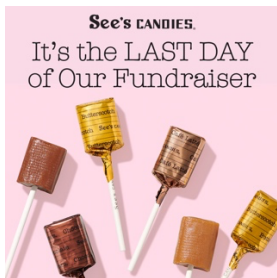
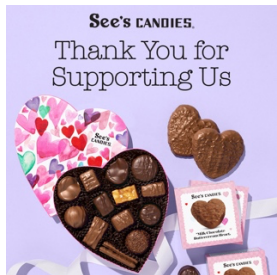
- *We've created time-based posts (i.e., 2 weeks left, Last day to order), so supporters can place their chocolate orders on time.*
- *Profit Tracking: Your followers and supporters would love to know how you're progressing towards your goal! Share updates and milestones.*

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 a purple background. It shows several red boxes of See's Valentine's candies, some open to reveal the chocolates inside. The text "See's CANDIES. Our Fundraiser Is Coming Soon!" is at the top.	
When your storefront is live!	A promotional image for See's Candies featuring a white background. It shows a stack of red boxes of See's Valentine's candies, with one box open to reveal the chocolates. The text "See's CANDIES. Our Fundraiser Starts TODAY" is at the top.	
Throughout December - January	Profit goal updates (25%, Halfway there, etc.)	Keep your followers posted on your fundraiser's progress.
1/14	A promotional image for See's Candies featuring a pink background. It shows a heart-shaped box of See's Valentine's candies, with the text "See's CANDIES. Help Us Reach Our Goal" at the top.	Valentine's product start shipping orders on 1/14. Great time to post an update about your profit goals!
1/16	A promotional image for See's Candies featuring a white background. It shows a box of See's Valentine's candies, with the text "See's CANDIES. Only 2 Weeks Left to Order!" at the top.	2 weeks before Valentine's Yum-Raising closes on 1/30.

1/23		1 week before Valentine's Yum-Raising closes on 1/30.
1/29		Tomorrow (1/30) is the last day to place orders.
1/30		Last day to order before shops close.
1/30		Thank your supporters!

Social Media Caption Suggestions:

Announce/Create Awareness:



Image: Our Fundraiser Is Coming Soon!

Copy: We're teaming up with See's Candies to make a difference! Let's raise \$XXX for {organization} by January 31. Get ready to share the love (and chocolate)! ❤️

Communicate Deadlines/Goals



Image: Our Fundraiser Starts Today

Copy: Our virtual candy shop is now open for business! Every purchase helps {insert organization} make a difference ❤️ Enjoy a sweet treat and support a great cause. It's a win-win!



Image: Help Us Reach Our Goal!

Copy: Treat yourself to some delicious See's Candies and support {insert organization}! Click the link in our bio to shop our virtual candy store and help us reach our goal today.



Image: Only 2 Weeks Left to Order:

Copy: Tick tock, candy o'clock! 🕒 There are only 2 weeks left to help us reach our goal of \$XXX. Grab some See's Candies from our online store today {link or in bio}.

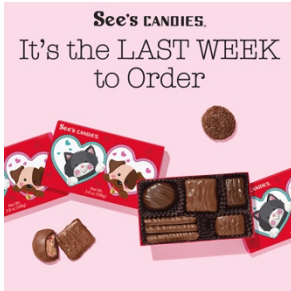


Image: It's the Last Week to Order:

Copy: Just one week to go! 🎉 Get your See's Candies before our virtual shop closes on January 31. Here are some Valentine's Day ideas to share the love:

- For Friends: Sweet surprises they'll adore 💎
- Galentine's Goodies: Treat your squad 🎉
- For Your Love: Chocolate that melts hearts ❤️

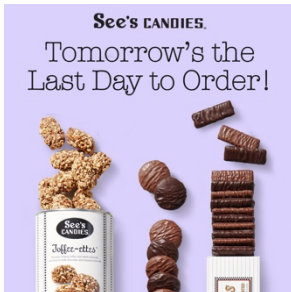


Image: Tomorrow's the Last Day to Order!

Copy: It all ends tomorrow! ⌚ Get your See's Candies now and support {insert organization} before our shop closes.

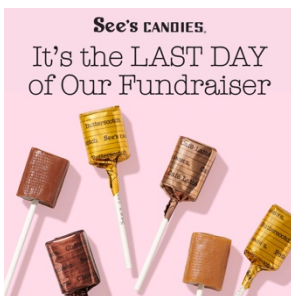


Image: It's the LAST Day of Our Fundraiser

Copy: Today is the FINAL DAY to order See's Candies from our online storefront. All orders will arrive before [DATE]! ❤️

Profit Goal Focused:

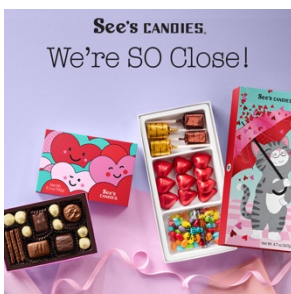


Image: We're so Close!

Copy: We're off to a sweet start on reaching our \$XXX goal! Haven't ordered yet? Treat yourself to See's Candies and help us keep the momentum going.



Image: We Made Our Goal!

Copy: We did it! 🥳 We hit our \$XXX goal for {insert organization}, and it's all thanks to you and your amazing support.

Thank Your Supporters

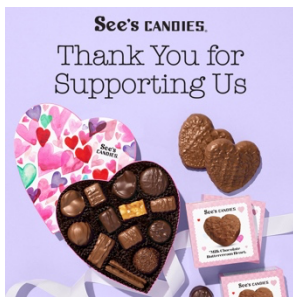


Image: Thank You for Supporting Us

Copy: We can't thank you enough! ❤️ Thanks to your generosity, we raised over \$XXX for {insert organization}. Every order, every share and every bit of support made a difference. Happy Valentine's Day! 💎

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.

