2024 All Year 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
- 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
When you're waiting for your storefront to be approved or are about to kick off your fundraiser.		
When your storefront is live!		
When you reach profit goals!	Profit goal updates (25%, Halfway there, etc.)	Keep your followers posted on your fundraiser's progress.
When product starts shipping!		Great time to post an update about your profit goals!
2 weeks before your Yum-Raising shop closes.		
1 week before your Yum-Raising shop closes.		
When there is one day left of your fundraiser.		Tomorrow is the last day to place orders.

On the last day of your fundraiser.	See's CANDIES. It's the LAST DAY of Our Fundraiser	Last day to order before shops close.
	See's CANDIES. Thank You for Supporting Us	Thank your supporters!

Social Media Caption Suggestions:

Announce/Create Awareness:

Image: Our Fundraiser is Coming Soon!
Copy: We're fundraising with See's Candies! Starting [DATE], help us raise [$XXX] for [ORG] by [DATE]. Be on the lookout for the link to our virtual storefront 🔶

Communicate Deadlines/Goals

Image: Our Fundraiser Starts TODAY
Copy: Our virtual candy store is now open [direct to link]! Every purchase of See's boxed chocolates, candy bars and more goes to [ORG/reason for fundraising]. Enjoy sweet treats while supporting a great cause! ❤️

Image: Help Us Reach Our Goal
Copy: Score delicious See's Candies while giving back! Click the link in our bio to shop our virtual candy shop and help us raise funds for [ORG].

Image: Only 2 Weeks Left to Order!
Copy: Countdown Alert: 2 weeks to go! Help us reach our fundraising goal of [$XXX] by shopping irresistible See's Candies from our online storefront [direct to link] ⏳🔶

Image: It's the Last Week to Order
Copy: Only one week left to buy See's Candies! 😱 Our online candy storefront closes on [DATE], so shop while you still can.

Image: Tomorrow's the Last Day to Order!
Copy: Last call for our See's fundraiser 🚨 Time is running out! Tomorrow is the FINAL DAY to order chocolates, gifts and more from our virtual shop [direct to link]

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've Reached 25% of Our Goal!
Copy: We're well on our way to reaching our goal of [$XXX]. Buy a sweet gift or treat yourself today and place an order of See's Candies before it's too late!

Image: We're Officially Halfway There!
Copy: We've raised 50% of our goal 🥳 And there's still time to support our mission of [reason for fundraising]! Just click the link in our bio to visit our online shop and order your favorite treats 💝

Image: We're so Close!
Copy: We're almost to the finish line… 🏆 Indulge your sweet tooth today while making a real impact! Shop for See's treats through our digital storefront [direct to link]

Image: We Made Our Goal!
Copy: Hey there amazing supporters! We've officially reached our goal of [$XXX] to support [ORG] 🥳 Your orders are helping [reason for fundraising].

Thank Your Supporters

Image: Thank You for Supporting Us
Copy: Thanks to all of you, we raised over [$XXX] for [ORG] 🎉 Your support means the world to us ❤️ See you soon!

How to Access Your Virtual Storefront Link

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

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.