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**Project: Holiday Yum-Raising Digital Tool-Kit**

**Brief ID: MRK-110**

< Post 1 >

**On-Image Copy:** Our Fundraiser Is Coming Soon!

**Caption:** This winter, 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 🍫

< Post 2 >

**On-Image Copy:** Our Fundraiser Starts TODAY

**Caption:** 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! ❤️

< Post 3 >

**On-Image Copy:** Help Us Reach Our Goal

**Caption:** 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].

< Post 4 >

**On-Image Copy:** Only 2 Weeks Left to Order!

**Caption:** 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] ⏳🍫

< Post 5 >

**On-Image Copy:** It’s the Last Week to Order

**Caption:** Only one week left to buy See’s Candies! 😱 Our online candy storefront closes on [DATE], so shop while you still can.

< Post 6 >

**On-Image Copy:** Tomorrow’s the Last Day to Order!

**Caption:** 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]

< Post 7 >

**On-Image Copy:** It’s the LAST DAY of Our Fundraiser

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

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**On-Image Copy:** We’ve Reached 25% of Our Goal!

**Caption:** 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!

< Post 9 >

**On-Image Copy:** We’re Officially Halfway There!

**Caption:** 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 💝

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**On-Image Copy:** We’re SO Close!

**Caption:** 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]

< Post 11 >

**On-Image Copy:** We Made Our Goal!

**Caption:** Hey there amazing supporters! We’ve officially reached our goal of [$XXX] to support [ORG] 🥳 Your orders are helping [reason for fundraising].

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**On-Image Copy:** Thank You for Supporting Us

**Caption:** Thanks to all of you, we raised over [$XXX] for [ORG] 🎉 Your support means the world to us ❤️ See you soon!