

## **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
  - (Spring Yum-Raising shops closes 3/20/26)
- 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 several boxes of candy, including a purple box with a yellow chick and a box with a yellow chick, and a small box of chocolate-covered almonds.	
When your storefront is live!	A promotional image for See's Candies featuring a box of candy and a small box of chocolate-covered almonds.	
Throughout January - March	Profit goal updates (25%, Halfway there, etc.)	Keep your followers posted on your fundraiser's progress.
2/23	A promotional image for See's Candies featuring three chocolate-covered almonds decorated with white flowers and a purple ribbon.	Spring products start shipping orders on 2/23. Great time to post an update about your profit goals!
3/6	A promotional image for See's Candies featuring a box of candy and a small box of chocolate-covered almonds.	2 weeks before Spring Yum-Raising closes on 3/6.

3/13		1 week before Spring Yum-Raising closes on 3/13.
3/19		Tomorrow (3/20) is the last day to place orders.
3/20		Last day to order before shops close.
3/21		Thank your supporters!

## Social Media Caption Suggestions:

### Announce/Create Awareness:



**Image:** Our Fundraiser Is Coming Soon!

**Copy:** Spring into action! We're partnering with See's Candies to fundraise 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 candy shop is now open! Treat yourself to some delicious See's Candies 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 helps us get 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's 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 shop closes on [DATE]. Grab your favorite See's Candies and:

- Surprise loved ones 📺
- Celebrate spring 🌸
- Treat yourself! 😊



**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:** Our fundraiser ends today! 📺 Get your hands on some delicious See's treats and help us hit our goal of [\$XXX] for [ORG/CAUSE] while you still can.

## 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 contributions and generosity have made all the difference 🙏

## **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.

