

2025 Summer'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
 - (Summer's Yum-Raising shops closes 8/31/25)
- 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.	A promotional image for See's CANDIES featuring various candy jars, a pitcher of punch, and a plate of cookies. The text reads "See's CANDIES. Our Fundraiser Is Coming Soon!"	
When your storefront is live!	A promotional image for See's CANDIES featuring a large bag of See's CANDIES, a bowl of fruit, and a bowl of colorful candies. The text reads "See's CANDIES. Our Fundraiser Starts TODAY".	
Throughout April-August	Profit goal updates (25%, Halfway there, etc.)	Keep your followers posted on your fundraiser's progress.
4/19	A promotional image for See's CANDIES featuring a bowl of See's CANDIES. The text reads "See's CANDIES. Help Us Reach Our Goal".	Spring's product start shipping orders already placed on 4/19. Great time to post an update about your profit goals!
8/17		2 weeks before Valentine's Yum-Raising closes on 8/31.

	<p>See's CANDIES. Only 2 Weeks Left to Order!</p>	
8/24	<p>See's CANDIES. It's the LAST WEEK to Order</p>	1 week before Valentine's Yum-Raising closes on 4/4.
8/30	<p>See's CANDIES. Tomorrow's the Last Day to Order!</p>	Tomorrow (8/31) is the last day to place orders.
8/31	<p>See's CANDIES. It's the LAST DAY of Our Fundraiser</p>	Last day to order before shops close.
9/1		Thank your supporters!



	A thank you card from See's Candies. It has a teal background with the text "See's CANDIES. Thank You for Supporting Us" at the top. Below the text is a stack of See's Candies Peanut Brittle bags.	
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Social Media Caption Suggestions:

Announce/Create Awareness:

Image: Our Fundraiser Is Coming Soon!
Copy: 🌟 We're teaming up with See's Candies to fundraise for [ORG/CAUSE], starting [DATE]. Help us reach our goal of [\$XXX] by [DATE]!
Stay tuned for the link to our virtual candy store. 🔍



Communicate Deadlines/Goals



Image: Our Fundraiser Starts Today

Copy: Our virtual candy store is now open for business! Hit the link in our bio to get your favorite See's treats 🍫 Every purchase goes to [ORG/reason for fundraising]! ❤️



Image: Join the Fun(draiser)!

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 buying your favorite See's treats from our online storefront [direct to link] ⌚🍫



Image: It's the Last Week to Order:

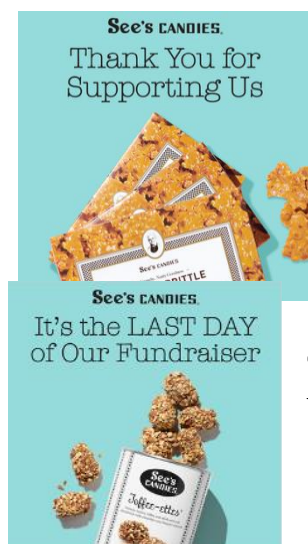
Copy: Only one week left to buy See's Candies! 😱 Our online candy storefront closes on [DATE], so shop while you still can.

Image: Tomorrow's the Last Day to Order!

Copy: 🚨 Time is running out! 🚨 Tomorrow is the FINAL DAY to order See's 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'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

See's CANDIES Yum-Raising

PROFIT TRACKER EVENT MANAGEMENT EMAIL MANAGEMENT FAQs **LOG OUT**

Profit Tracker

Ready, Set, Profit!
See what you've raised so far, and keep on selling till you reach your goal!

Gina's Summer Yumraiser
Bordeaux Elementary- Summer 2023 Program

GO TO THIS STOREFRONT

Total Orders
0

Total Sales
\$0

Total Profit
\$0

Profit / Goal
\$1,000.00
\$0.00

Storefront Link
https://www.yumraising.com/secure/bordeaux_ginas_summer_yumraiser1/Gin_Zin7366/candy

Helper Sales

Helper Name	Helper Sales	Helper Profit	Helper Orders
No data available in table			

Showing 0 to 0 of 0 entries Previous Next

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.

