

2024 Summer 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 candy 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
<p>When you're waiting for your storefront to be approved or are about to kick off your fundraiser.</p>		
<p>When your storefront is live!</p>		
<p>When you reach profit goals!</p>	<p>Profit goal updates (25%, Halfway there, etc.)</p>	<p>Keep your followers posted on your fundraiser's progress.</p>
<p>When product starts shipping!</p>		<p>Great time to post an update about your profit goals!</p>
<p>2 weeks before your Yum-Raising shop closes.</p>		



<p>1 week before your Yum-Raising shop closes.</p>	<p>See's CANDIES. It's the LAST WEEK to Order</p> 	
<p>When there is one day left of your fundraiser.</p>	<p>See's CANDIES. Tomorrow's the Last Day to Order!</p> 	<p>Tomorrow is the last day to place orders.</p>
<p>On the last day of your fundraiser.</p>	<p>See's CANDIES. It's the LAST DAY of Our Fundraiser</p> 	<p>Last day to order before shops close.</p>
<p>After Yum-Raiser closes.</p>	<p>See's CANDIES. Thank You for Supporting Us</p> 	<p>Thank your supporters!</p>



Social Media Caption Suggestions:

Announce/Create Awareness:



Image: Our Fundraiser is Coming Soon!

Copy: To benefit [ORG/CAUSE], we're fundraising with See's Candies! Starting [DATE], help us raise [\$XXX] 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]! From See's Peanut Brittle to warm weather ready candies, every purchase supports [ORG/CAUSE]. Get ready for the sweetest summer ever 😊☀️



Image: Help Us Reach Our Goal

Copy: Score delicious See's Candies while giving back! Shop tasty treats and gifts on our virtual storefront and help raise funds for [ORG]. Just click the link in our bio to get started.



Image: Only 2 Weeks Left to Order!

Copy: ⌚ Countdown Alert: Only two weeks to go! ⌚ Visit our storefront to shop irresistible See's Candies, all while helping us reach our goal of [\$XXX] to support [ORG]!

See's CANDIES.
It's the LAST WEEK
to Order



Image: It's the Last Week to Order

Copy: Only one week left to buy See's Candies! 🗨️ Our virtual candy store closes on [DATE], so get your orders in while you can. Some tasty ideas to inspire you: - Surprise friends and family 📦 - Stock up on warm weather friendly treats for picnics, parties and beach days 🍉 - Treat yourself to your favorites 💎 And no, you don't have to share!



See's CANDIES.
Tomorrow's the
Last Day to Order!

Image: Tomorrow's the Last Day to Order!

Copy: Last call for See's Candies summer treats! 🇺🇸 Tomorrow's the LAST DAY to order lollipops, delicious gifts and more from our online storefront [direct to link] 💎



See's CANDIES.
It's the LAST DAY
of Our Fundraiser

Image: It's the LAST Day of Our Fundraiser

Copy: Today is the FINAL day to order from our virtual candy store! Don't miss your chance to score mouthwatering treats and gifts 🔍 Your good taste benefits [ORG/CAUSE].

Profit Goal Focused:



See's CANDIES.
We've Reached
25% of Our Goal!

Image: We've Reached 25% of Our Goal!

Copy: We're well on our way to reaching our goal of [\$XXX]! 🙌 If you're window shopping our delicious candies, place your order before it's too late.

If you've already placed your order, thank you! Please share with your friends. It's the sweet thing to do.



Image: We're Officially Halfway There!

Copy: We've raised half of our goal! Thank you for your support. Haven't placed your order yet or need a refill? Simply visit our online shop, order your treats and support [ORG/CAUSE]. Giving back has never been sweeter 🍬



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! Thanks to your generosity (and im-peccable taste), we've officially reached our goal of [\$xxx] to support [ORG/ CAUSE] 🎉 Your contributions are: [insert a few bullets on the impact the \$ makes]

Thank Your Supporters



Image: Thank You for Supporting Us

Copy: Thanks to you, we've raised over [\$xxx] for [ORG/CAUSE] 🎉 Your support means the world to [the people/animals/etc affected]. Cheers (and sweet gratitude) to each and every one of you.



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	Total Sales	Total Profit
0	\$0	\$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.