

2024 Valentine'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
 - (Valentine's Yum-Raising shops closes 1/31/25)
- 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
<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>Throughout December - February</p>	<p>Profit goal updates (25%, Halfway there, etc.)</p>	<p>Keep your followers posted on your fundraiser's progress.</p>
<p>1/16</p>		<p>Valentine's product start shipping orders already placed on 1/16. Great time to post an update about your profit goals!</p>
<p>1/17</p>		<p>2 weeks before Valentine's Yum-Raising closes on 1/31.</p>
<p>1/24</p>		<p>1 week before Valentine's Yum-Raising closes on 1/31.</p>



		
1/30		Tomorrow (1/31) is the last day to place orders.
1/31		Last day to order before shops close.
2/3		Thank your supporters!



Social Media Caption Suggestions:



Announce/Create Awareness:

Image: Our Fundraiser Is Coming Soon!

Copy: We're partnering with See's Candies to make a difference! Let's raise \$XXX for {insert organization} by January 31st. Get ready to share the love and support ❤️



Communicate Deadlines/Goals

Image: Our Fundraiser Starts Today

Copy: Our virtual candy shop is open for business! Every See's Candies purchase helps {insert organization} do great things ❤️ Enjoy a treat while making a difference. It's a win-win!



Image: Help Us Reach Our Goal

Copy: Snack on See's Candies while backing a great cause! Hit the link in our bio to shop our virtual candy store while helping {insert organization} today.



Image: Only 2 Weeks Left to Order:

Copy: Tick tock, candy o'clock! Help us hit our goal of \$XXX by grabbing your See's Candies from our online store {in our bio or insert link} ⌚💎



Image: It's the Last Week to Order:

Copy: Just one week to go! 🤖 Get your See's Candies before we close our virtual candy storefront on January 31st. Here are some Valentine's Day ideas:

- For Friends: Share sweet surprises they'll adore 🍫
- Galentine's Goodies: Stock up for your girls' night 🎉
- For Your Love: Melt their heart with a chocolate-filled treat ❤️



Image: Tomorrow's the Last Day to Order!

Copy: Today's the FINAL day! Don't miss out on See's Candies, your orders will arrive just in time for Valentine's Day! ❤️



Image: It's the LAST Day of Our Fundraiser

Copy: Today's the FINAL day! Don't miss out on See's Candies, your orders will arrive just in time for Valentine's Day! ❤️

Profit Goal Focused:



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

Copy: We're making sweet progress toward our goal of \$XXX! Treat yourself or grab a gift from See's Candy while supporting our cause!



Image: We're Officially Halfway There!

Copy: We've hit 50% of our goal 🤖 Still time to support {insert organization} —just tap the link in our bio and order your favorite treats 🍫❤️





Image: We're so Close!

Copy: We're nearing the finish line... 🏆 Satisfy your sweet tooth and make a difference at the same time! Visit our storefront to shop now [{in our bio or insert link}](#)



Image: We Made Our Goal!

Copy: Y'all crushed it! We've hit our goal of \$XXX to support [{insert organization}](#). 🥳 Every order made a big impact. Thank you for helping us reach it!

Thank Your Supporters



Image: Thank You for Supporting Us

Copy: Thanks to you, we've raised over \$XXX for [{insert organization}](#) 🎉 Your support made this fundraiser a success. ❤️ Happy Valentine's Day!



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: \$0.00 / \$1,000.00

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.

