

## **2024 Winter 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
  - (Winter Yum-Raising shops closes 12/6)
- 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.	<p>A promotional image for See's Candies featuring a cardboard box filled with various candy tins and bags, including the iconic red and white checkered tins.</p>	
When your storefront is live!	<p>A promotional image for See's Candies showing a collection of candy tins and bags, including the red and white checkered tins, arranged on a surface.</p>	
Throughout September - November	Profit goal updates (25%, Halfway there, etc.)	Keep your followers posted on your fundraiser's progress.
11/11	<p>A promotional image for See's Candies featuring a large red bow tied around a box of candy tins, with several tins and bags of candy displayed in front.</p>	Winter product start shipping orders already placed on 11/11. Great time to post an update about your profit goals!
11/22	<p>A promotional image for See's Candies showing a collection of candy tins and bags, including the red and white checkered tins, arranged on a surface.</p>	2 weeks before Winter Yum-Raising closes on 12/6.

11/29 (Black Friday)	<p><b>See's CANDIES.</b> It's the LAST WEEK to Order</p> 	1 week before Winter Yum-Raising closes on 12/6.
12/5	<p><b>See's CANDIES.</b> Tomorrow's the Last Day to Order!</p> 	Tomorrow (12/6) is the last day to place orders.
12/6	<p><b>See's CANDIES.</b> It's the LAST DAY of Our Fundraiser</p> 	Last day to order before shops close.
12/9	<p><b>See's CANDIES.</b> Thank You for Supporting Us</p> 	Thank your supporters!

## Social Media Caption Suggestions:

### Announce/Create Awareness:



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

**Copy:** Join the fun of giving back this winter! ❄️ We're fundraising with See's Candies to benefit [ORG/CAUSE], starting [DATE]. Help us reach our goal of [\$XXX] by December 6<sup>th</sup>.

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 holiday gifts to classics like Lollypops and peanut brittle, every purchase supports [ORG/CAUSE]. Let's make the season sweeter together! ✨



**Image:** Help Us Reach Our Goal

**Copy:** Wrap up your holiday shopping list while supporting a cause! 📺👤📺 Shop our online candy storefront and help us raise funds for [ORG/CAUSE]. Just click the link in our bio to get your goodies.



**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/CAUSE].

Your contribution [insert impact]. 💖💖





**Image:** It's the Last Week to Order:

**Copy:** Only one week left to buy See's Candies! 🗓️ Our virtual candy store closes on December 6<sup>th</sup>, so get your orders in while you can. Some tasty ideas to inspire you:

- Surprise friends and family 📦
- Stock up on goodies for holiday parties 🎉
- Treat yourself to your favorites 🍫 And no, you don't have to share!



**Image:** Tomorrow's the Last Day to Order!

**Copy:** Last call for See's Candies treats! ⌚ Tomorrow's the LAST DAY to order chocolates, gifts and more from our online storefront [\[direct to link\]](#) 🍫🔍



**Image:** It's the LAST DAY of Our Fundraiser

**Copy:** 📅 Today is the FINAL day to order from our virtual candy store! 📅 All orders will arrive before the holidays! 🧑‍🎄📦🔔 Your good taste benefits [\[ORG/CAUSE\]](#).

## Profit Goal Focused:



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

**Copy:** We're well on our way to reaching our goal of [\[\\$XXX\]](#) 🙌 If you're still window shopping, place your order before it's too late! ⌚



**Image:** We're Officially Halfway There!

**Copy:** We've raised 50% of our goal! There's still time to support us 🙌 Simply visit our storefront, order your favorite treats and support [\[ORG's\]](#) cause 🍫🔍 [\[direct to link\]](#)

Giving back has never been sweeter 💕



**Image:** We're SO Close!

**Copy:** We're almost to the finish line! 🏆 Indulge your cravings while making an impact on [ORG/CAUSE]. Link to shop our storefront [direct to link]

Don't forget to spread the word and share with friends 😊👤



**Image:** Woohoo! We Made Our Goal!

**Copy:** Hey there, amazing supporters! Thanks to your generosity (and great 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]. Happy holidays! 🎁🧊

## 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](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.

