<u>2023 Winter Yum-Raising Suggested Social Media Copy & Best Practices</u>

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 12/1)
- 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.		
When your storefront is live!		
Throughout September - November	Profit goal updates (25%, Halfway there, etc.)	Keep your followers posted on your fundraiser's progress.
11/10		Winter product start shipping orders already placed on 11/10. Great time to post an update about your profit goals!
11/17		2 weeks before Winter Yum-Raising closes on 12/1.

11/24 (Black Friday)		1 week before Winter Yum-Raising closes on 12/1.
11/30		Tomorrow (12/1) is the last day to place orders.
12/1		Last day to order before shops close.
12/4		Thank your supporters!

Social Media Caption Suggestions:

Announce/Create Awareness:

Image: Our Fundraiser is Coming Soon!
Copy: Join the sweet fun of giving back this winter! We're fundraising with See's Candies ❄️ Help us reach our goal of $XXX for {insert organization} by December 1st.

Communicate Deadlines/Goals

Image: Our Fundraiser Starts Today
Copy: Our virtual candy storefront is now open! Check out See's holiday gifts and yummy fan favorites like Lollypops and Peanut Brittle! 🎁 Best part? Every purchase supports [Insert Organization], making your holiday shopping extra meaningful. Let's make this season brighter together! 🌟

Image: Help Us Reach Our Goal
Copy: Complete your holiday shopping list while supporting a cause! Shop our storefront and help us raise funds for {insert organization} Click the link in our bio to spread sweet holiday cheer! 🧑‍🎄🎉

Image: Only 2 Weeks Left to Order:
Copy: ⏳🍫 Countdown Alert: 2 weeks to go! Visit our storefront to shop irresistibly delicious See's Candies, all while helping us reach our goal of $XXX!

Image: It's the Last Week to Order:
Copy: One more week. Our candy storefront closes on 12/1, so buy something sweet and support our cause now! Here are some sweet ideas:
- 🎁 Gift Goodies: Surprise friends and family with delicious candy.
- 🎉 Serve Peanut Brittle at Holiday Parties: Be the host(ess) with the most(est)! Serve up a plate of nutty Peanut Brittle at holiday parties
- 🍬 Treat Yourself to Assorted Chocolates: Go ahead, you deserve it! Dive into a pound of pure heaven.

**Image:** Tomorrow's the Last Day to Order!
Copy: Last Call for Winter Fundraising! 🚨Time's running out — tomorrow is the FINAL day to order chocolate, gifts and more from our virtual storefront ❄️[Insert Storefront Link]

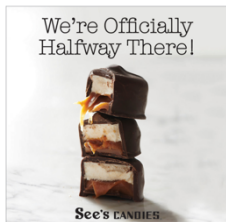**Image:** It's the LAST Day of Our Fundraiser
Copy: Today is the FINAL day to order from our virtual storefront.
All orders will arrive before the holidays! 🎁

Profit Goal Focused:
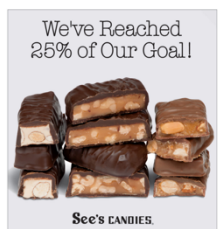
Image: We've Reached 25% of Our Goal!
Copy: We are well on our way to reaching our goal of $XXX! If you're still window shopping for a delicious assortment of candies, place an order before it's too late!

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 {insert organization's} cause. Giving back has never been sweeter. 💝

Image: We're so Close!
Copy: We're almost to the finish line… 🏆! Indulge your sweet tooth while making a real impact! Link to shop our storefront {in bio or insert link}

Image: Woohoo! We Made Our Goal!
Copy: Hey there, amazing supporters! We've officially made our goal of $XXX to support {insert organization}. 🥳 Your orders are helping {insert reason why you are fundraising}

Thank Your Supporters

Image: Thank You for Supporting Us
Copy: Thanks to all of you, we've raised over {insert funds raised} for {insert organization}. Your support and efforts mean the world to us. Happy holidays!

How to Access Your Virtual Storefront Link

1) Go to Profit Tracker Tab
2) Storefront Link underneath Order

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.