SOCIAL MEDIA POSTS

Facebook + Twitter

*Be sure to tag the organization, your friends and
use the correlating hashtag!*

"I just bought tickets to (insert event name)
tag friends
Have you bought yours? Hoping my out-of-town
friends will watch online and participate!"
(Insert your personal link ... with your name on it)

"So excited about this, friends - we are using our
networks to make a huge difference in the lives of
(location) families. We are coming together in a live
and virtual environment to crowdfund. That means I
need ALL of my friends. This is all about building a
crowd + lots of donations! Will you join me, please?"

"So excited (*tag friend's name*) will be joining us at
(insert event!)"

"Can you help (tag nonprofit name) get to $10,000
tonight? (We're just $xxxx behind!) Buy your ticket or
donate here!"
*A good post on a Sunday night

"We have great fun planned for our (event)! Are you
coming? (insert URL)"

"Can't attend (tag organization)'s
(event)? You can participate virtually!
Sign up here (insert your URL)"

"(Insert fact/statistic about your cause). We can make
a change. Support (insert URL)."

"It's not too late to be a part of something wonderful.
Join us at (event) and help make a difference."

"Time for me to up my game ... (tag name) is on the
leaderboard! Thanks for supporting (insert cause/tag
nonprofit)."

"Excited to see (tag sponsor's or friend's name) on the
list of (event). See you there!"

"Guess who just joined the ranks!? A big thank you to
(tag name) for supporting (insert mission/cause.)"

SOCIAL MEDIA POSTS

Facebook + Twitter

The following posts are related to an event or campaign with "honorees" or specific participants

My amazing friend, (name), is an Honoree in the (organization/event name). Please support him/her now! (link to give to honoree) #hashtag *tag friend in post* *tag organization*

Wow! I am honored to be chosen as one of the (first annual) (event honoree) this year. Please support me and the(organization) here: (personal link) #hashtag*tag organization*

As a member of (organization board/jr board), we are always searching for creative and powerful ways to impact our community. This year we are taking it to a new level with the (event name/campaign name)! If applicable: We have 20 "honorees" participating and committed to raising money. Go take a look around--I bet you'll know at least one person! (URL.swellgives.com) #hashtag *tag organization*

If you love @honoree raise your hand?! Better than that, go to URL.swellgives.com and support him/her. #hashtag

I have committed to raising $$$ through the @organization and I could use your support! URL.swellgives.com/lastname #hashtag

I'm almost to my goal, help a girl out! / help a guy out! URL.swellgives.com/lastname #hashtag

Instagram

Be sure to tag the organization, your friends and use the correlating hashtag!

Post a picture of your friend / you and your friend
add the donation link to your bio
My beautiful/wonderful friend @NAME has committed to raising $$___ for our community through the (organization name). She/he can use your help, link in bio! #hashtag @organization
tag friend *tag organization*

Post a picture related to the event/campaign
Don't miss out- this is your last week to buy tickets! I'm on the junior board and would love to see your face! We will have live music, free food and a cash bar
drink emoji
Link in bio or copy and paste it here: (link)
#hashtag *tag organization*

Post a meaningful picture/why the cause is important to you
I support (organization) because _____.
We could use your help! This event will not only be a fun night with friends- but together we can _____.
#hashtag *tag friends participating* *tag organization*

post fun picture
I am honored to be chosen as one of the (first annual) Honorees this year for (event name). If we're really friends... I could use your help! I really want to win :)
Link in bio!
#hashtag *tag organization*

Instagram Stories

Instagram Stories is a feature which allows you to post multiple pictures, boomerangs, and video throughout the day. Don't worry about over-posting!

You can add a live links and tags to your Instagram Story!
Tag your friends participating and the organization. post the link in teh story in addition to your bio!
Post story updates throughout the campaign and during the event!