



Sample Social Media Posts

Share your fundraising link on your personal pages (tag us of course!) And tell people why this cause is important to you.

- **SHARE A NOTE** about why supporting our local food pantries is important to you and why people should donate:
 - “Did you know that there are 62,420 hungry people in DuPage County? That half of those people are children? Your donation will make a difference for LOCAL families in need!”
 - “People think of DuPage county as being very wealthy, but I was shocked to learn that portions of the county have poverty rates as high at 31.5%. Please donate to help feed our hungry neighbors!”

People think of DuPage county as being very wealthy, but I was shocked to learn that portions of the county have poverty rates as high at 27.9%. That's why I joined the [Shopping Cart Shuffle](#) to raise funds for [Neighborhood Food Pantries](#). Please donate to help feed our hungry neighbors!



RACEROSTER.COM

Help Heather raise money for participating in Shopping Cart Shuffle 5K

Heather is raising money for a great cause by participating in Shopping Cart Shuffle 5K on...

- When someone donates, **THANK THEM PUBLICLY** on social media. It adds bit of ‘peer pressure’ for your mutual friends, and serves as a reminder to those who may have forgotten to donate, without being another direct ask.
 - *Facebook* - tag them in a comment under your original post asking for a donation (that way the donation link will reappear in your friends’ news feed without you having to re-post)
 - *Twitter* – Tweet a thank you to donors – include your fundraising page for others to follow and donate.
 - *LinkedIn* – Tag them in a comment just like you would on Facebook
- Once in a while **MAKE YOUR ASK SMALL AND “DOABLE”** for everyone:
 - “If everyone of my Facebook friends donated \$1 I would reach my goal”
 - “Can’t you give up your fancy coffee today and make a \$5 donation to help feed our hungry neighbors?”
 - “Bring your lunch to work tomorrow and make a donation to feed local families”Most of those who donate will probably give MORE than the \$1 or \$5 ask!

INSTAGRAM NOTES:

- Put a link to your fundraising page on your profile (you can’t do it in a post)
- Post a photo of your group from last year, our logo
- Thank people by tagging them in the comments to your link

DON’T RELY SOLELY ON SOCIAL MEDIA:

- Friends with a lot of contacts, or who do not regularly engage in social media, may not see your posts
- Once your posts disappear from their newsfeed they will easily be forgotten
- Not everyone is connected to social media

Need help? Contact Heather Kash, Development Director at 630.923.5197 or at Heather@NeighborhoodFP.org.