



## SOCIAL MEDIA TOOLKIT

Below are social media tips, sample posts that you can use to promote your Fulfillment Fund fundraiser on social media.

### GENERAL TIPS

- **Keep your posts personal.** It's important for your readers to know why you're getting involved and why it matters. Check out our "Talking Points" document for some ideas.
- **Have fun and get creative!** Try to avoid making your posts look or sound the same every time, so that you keep your readers' interest.
- **Hashtags are usually best on Instagram and Twitter.** We're using #TheRoadAhead.
- **Always include the link to your fundraising page!**

### FACEBOOK POST SAMPLES

**HELPFUL TIP!** Consider changing your Facebook cover photo to a Fulfillment Fund image. This helps promote your cause and keeps your mission on everyone's mind.

**DID YOU KNOW?** Sample Instagram posts can also work on Facebook with just a few edits.

I'm raising money for Fulfillment Fund! Will you join me in helping students navigate life's detours during this educational crisis? Visit my fundraising page to help me raise money for this important cause. [YOUR LINK]

Did you know that just one donation of \$10 can sponsor a student's attendance at Fulfillment Fund's University? Skip your coffee for two days and help keep students on track to make college a reality! [YOUR LINK]

I've raised [\$NUMBER] so far thanks to your help, but I still need [NUMBER] to reach my goal. Will you support me to help students navigate life's detours and on track to make college a reality for their road ahead? Every dollar counts, no amount is too small! [YOUR LINK]

Thank you so much to [NAMES] who donated to my Fulfillment Fund goal this week! We are helping students navigate life's detours on their Road Ahead! [YOUR LINK]



**HELPFUL TIP!** Put your fundraising link in your Instagram bio. Links can only be referenced in Instagram posts and can't be clicked on.

## INSTAGRAM POST SAMPLES

**DID YOU KNOW?** If you remove the Instagram mentions (shown below with @) and change your hashtags to regular text (ex: #TheRoadAhead becomes 'protecting dreams') you can easily use these sample posts for Facebook, too!

I'm raising money for @FulfillmentFund to help keep first-generation students on track to making college a reality during these difficult times. I'd love your help! Join me by donating to my fundraising page today. Just click the link in my bio to learn more or make a donation!

I'm supporting the Fulfillment Fund! Will you join me in helping students navigate life's detours during this educational crisis by donating to my page? Click the link in my bio to donate now for #TheRoadAhead!

I'm supporting education equity by fundraising for @FulfillmentFund to help keep students on track to make college a reality! Will you join me? Check out the link in my bio for more info and to donate today.

## TWITTER POST SAMPLES

**HELPFUL TIP!** Change your Twitter header to a Fulfillment Fund image to spread the word, and remember to keep your tweets action-focused since your characters are limited.

Join me in helping students navigate life's detours during this educational crisis! Make a difference by donating \$[NUMBER]. Go to [YOUR LINK] to donate! #TheRoadAhead

I'm fundraising for @FulfillmentFund to support education equity during these difficult times. Will you join me? Become a sponsor for my page at [YOUR LINK]. #TheRoadAhead

Join me and make a difference as I raise money for @FulfillmentFund – they help keep students on track to make college a reality for #TheRoadAhead – and your donation can too. [YOUR LINK]