



# In This Together

Building Futures Through Community

## SOCIAL MEDIA TOOLKIT

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

### General Tips

- Follow and “like” us on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).
- Attach an image to go with your post
- Tag our social handle within your caption and/or image.
- Keep your posts personal. It’s important for your readers to know why you’re getting involved and why it matters.
- Have fun and get creative! Try to avoid making your posts look or sound the same every time to keep your readers interested.
- Hashtags are best on Instagram and Twitter. We’re using #InThisTogteher.
- Always include the link to your fundraising page!

### Fulfillment Fund Social Handles

- **Instagram/Twitter:** @fulfillmentfund
- **Facebook:** @ffund
  - Tag us by typing: @ffund and selecting Fulfillment Fund.
- **LinkedIn:** @fulfillment-fund
  - Tag us by typing: @fulfillment-fund and selecting Fulfillment Fund.

### Facebook/LinkedIn Sample Post

- I’m raising money for Fulfillment Fund, a local organization that transforms the lives of lower-income and first-generation students by removing the barriers to equitable education and obstacles to meaningful employment. They are actively working to strengthen our community for students. We’re in this together — are you with us? 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 become a part of our community to support students! [YOUR LINK]
- I’ve raised [\$NUMBER] so far thanks to your help, but I still need [NUMBER] to reach my goal. Can I count on you to be a part of our community? 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 in this together supporting students! [YOUR LINK]





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## Instagram Sample Post

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

- I'm raising money for @FulfillmentFund to help transform the lives of lower-income and first-generation students by removing the barriers to equitable education and obstacles to meaningful employment. I'd love you to join our community! We're #InThisTogether — are you with us? Click on the link in my bio to learn more and make a donation!
- This season of giving, I'm supporting Fulfillment Fund! Will you join me in helping remove barriers to equitable education and obstacles to meaningful employment by donating to my page? Click the link in my bio to donate now for #InThisTogether!
- I'm supporting economic mobility by fundraising for @FulfillmentFund to help remove barriers to equitable education and obstacles to meaningful employment! We're #InThisTogether — are you with us? Check out the link in my bio for more info and to donate today.

## Twitter Sample Post

- Join me in helping remove barriers to equitable education and obstacles to meaningful employment for students in our community! Make a difference by donating \$[NUMBER]. Go to [YOUR LINK] to donate! #InThisTogether
- I'm fundraising for @FulfillmentFund to support economic mobility in our community through education. We're #InThisTogether — are you with us? Become a sponsor for my page at [YOUR LINK].
- Join me in making a difference as I raise money for @FulfillmentFund — they remove barriers to equitable education and obstacles to meaningful employment for students in our community — and your donation can too. [YOUR LINK] #InThisTogether

