



# Social Media Post Ideas

Given how fast social media moves, it is essential to send new messages out every hour to your supporters, so you don't get forgotten in all the noise.

If you are worried about overwhelming your social media friends/family, remember there's no such thing as too many social media messages on GivingTuesday!

Use these post ideas to engage your audience, tell your story, and drive people back to your campaign page. Feel free to adapt them to your campaign as you best see fit.

## Pre GivingTuesday

There's #BlackFriday and #CyberMonday ... and then there's #GivingTuesday, an international day of giving. This year, we can't wait to link arms with you so we #makeitpawsible to get [CHILD] [HIS/HER] service dog. Stay tuned! [LINK]

We're two weeks out from #GivingTuesday! Get ready for what's coming ... #[CAMPAIGN NAME]

#GivingTuesday, here we come! This year, we want to raise [\$GOAL AMOUNT] to [CAMPAIGN GOAL]. Donate to kick us off strong, and tell your family, friends, and coworkers! [LINK] #[CAMPAIGN NAME] #makeitpawsible #gooddogservicecanines

#GivingTuesday is tomorrow! If you want more out of this special time of year, extend the holiday spirit and open a world of pawsibilities to [CHILD'S NAME]! Donate now to help us kick off #GivingTuesday strong! [LINK]

After #BlackFriday and #CyberMonday, it's time to give back. #GivingTuesday is TOMORROW. Won't you join us? [LINK]

## Day of GivingTuesday

#GivingTuesday is HERE! We're off to a pawsome start, and it's only 9 a.m. With fundraising superheroes like you on [CHILD'S NAME] side, we'll reach our [\$GOAL AMOUNT] goal in no time! [LINK]

#GivingTuesday is finally here! Please donate now and help us reach our [\$GOAL AMOUNT] goal to [CAMPAIGN GOAL]! [LINK]

#GivingTuesday was started as the charitable counterpart to #BlackFriday and #CyberMonday, but it's become so much more. After treating yourself, share the gift of hope by helping [CHILD'S NAME] get [HIS/HER] autism service dog! [LINK]



One less Pumpkin Spice Latte can change a lot. For the cost of a morning treat, you can #makeitpawsible for [CHILD'S NAME] to live a better life with the help of a service dog. Celebrate #GivingTuesday with a \$10 pledge to our Good Dog! fundraiser. Give here: [LINK].

[MATCHING SPONSOR NAME] has agreed to match [\$MATCHING AMOUNT] in gifts today! Everything you donate for the next [#] hours will be DOUBLED — now's your chance to make twice the impact and help [CHILD] get [HIS/HER] service dog! Give Now: [LINK]

ALERT! Thanks to a [MATCHING SPONSOR NAME], all donations will be matched for the next [#] hours! Your gift doubles instantly! [LINK]

You guys are PAWSOME! We're already halfway to our fundraising goal! While we've made serious progress, that doesn't mean we plan on stopping anytime soon. There's still time for you to jump on board and push us to the finish line! [LINK]

When you support [CAMPAIGN NAME] Good Dog! fundraiser on #GivingTuesday, you #makeitpawsible for [CHILD'S NAME/HIM/HER] to connect with the world. Give Now: [LINK]

We are only [\$AMOUNT] away from [CAMPAIGN GOAL]! Join us in creating a world of paw-sibilities for [CHILD'S NAME]. Just [#] hours left! [LINK]

We are just [\$AMOUNT] away from our #GivingTuesday goal. Donate here to help us get [CHILD'S NAME] a service dog. Just [#] hours left. [LINK] #makeitpawsible

Celebrate #GivingTuesday by giving to [CHILD'S NAME] service dog fundraiser. Help us [CAMPAIGN GOAL]. Every dollar brings us one step closer! [LINK]

@[DONOR NAME] gave [CHILD'S NAME] the gift of pawsibilities for #GivingTuesday. You can, too! Give here: [LINK] #gooddogservicecanines #makeitpawsible

We're so grateful to the [#] people who've given today. Who will be the next [#] to change [CHILD'S NAME] world by helping fund [HIS/HER] service dog? #GivingTuesday [LINK]

## Day After GivingTuesday

WOW! Our fundraising goal for #GivingTuesday was [\$GOAL AMOUNT] and with your help, we raised just over [\$AMOUNT RAISED]! More than [# OF DONORS] individuals went out of their way to give the gift of hope and connection to [CHILD'S NAME]. From the bottom of our hearts, THANK YOU! #makeitpawsible #gooddogservicecanines

Over [# OF DONORS] of you helped us [CAMPAIGN GOAL]! You're the heroes that #makeitpawsible for [CHILD] to live a fuller life. Thank you so much! #gooddogservicecanines

Thank you to some of our top #GivingTuesday supporters @[DONOR NAME], @[DONOR NAME], @[DONOR NAME], and @[DONOR NAME]! They helped us raise more than we thought pawsible!