

## CROWDFUNDING TOOLKIT: Social Media Posts

### Social Media Posts: *How to Use These Templates*

Social media is one of the most powerful tools you have to spread the word about your fundraiser. Below are five ready-to-use post templates you can share throughout your campaign—from announcing your fundraiser to making a final push and thanking your supporters.

Feel free to copy and paste these posts directly into your social media platform of choice. Be sure to update all the yellow highlighted fields with your own information (like your fundraising goal and personal page link), and don't hesitate to personalize the language to match your voice and style.

**You're also encouraged to add your own photos and share a personal story about why this campaign matters to you. A heartfelt post can inspire others to give—but please keep your content appropriate and respectful, in line with Harbor Care's values and mission.**

Tips for Posting:

- Post regularly—don't be afraid to share your fundraiser more than once! People often need reminders.
- Aim for 1–2 posts per week, especially during key campaign moments like launch week, mid-campaign, and the final push.
- Mix it up—use different post templates to keep your message fresh and engaging.
- Tag Harbor Care and use campaign hashtags to help amplify your reach.

POSTS - Select a post and use alongside the included kit images (or your own) to help increase visibility.

#### Post Option 1: Why I'm Fundraising

I'm raising money for Harbor Care's Thanksgiving Community Dinner because I believe everyone deserves a warm meal and a sense of community during the holidays.

Help me reach my goal of **\$[insert amount]** so we can make this Thanksgiving special for our neighbors in need.

Every donation helps provide food, comfort, and hope.

**[Insert personal fundraising page link]**

#HarborCare #ThanksgivingCommunityDinner #GiveHope #FeedNH

### Post Option 2: Personal Connection

I'm fundraising for Harbor Care because [insert personal reason—e.g., "I've seen firsthand how much this dinner means to people who are struggling" or "I want to give back to my community this holiday season."]

My goal is to raise \$[insert amount] to help provide meals and connection to those who need it most.

Will you help me get there? Donate here: [Insert personal fundraising page link]

#HarborCare #FeedNH #ThanksgivingForAll #FundraiserGoals

### Post Option 3: Level-Based Giving Ask

This Thanksgiving, you can help Harbor Care serve warmth, dignity, and hope—one plate at a time.

- \$25 – Feeds a veteran a comforting holiday meal
- \$50 – Provides a special Thanksgiving dinner for a mother and child
- \$100 – Covers an unforgettable holiday meal for a family of four

Every gift brings us closer to a table full of food, friendship, and community.

Help me reach my goal of \$[insert amount] and make this season brighter for those in need: [Insert personal fundraising page link]

#HarborCare #ThanksgivingCommunityDinner #GiveHope #FeedNH #HolidayGiving

### Post Option 4: Final Push

I'm so close to reaching my goal of \$[insert amount] for Harbor Care's Thanksgiving Community Dinner!

If you've been thinking about donating, now's the time. Just a few more gifts will help me cross the finish line and make a real impact.

Let's make sure everyone has a place at the table this Thanksgiving.

[Insert personal fundraising page link]

#HarborCare #ThanksgivingCommunityDinner #FinalPush #GiveHope #FeedNH

**Post Option 5: Thank you post: (HC staff we will be sending out photos a few days after the event to all fundraisers!)**

Thank you to everyone who supported my fundraiser for Harbor Care's Thanksgiving Community Dinner!

Because of you, we helped spread joy, warmth, and hope to those who needed it most.

I'm so proud to be part of this community!

#ThankYou #HarborCare #FeedNH #Gratitude