

LET'S GET SOCIAL! 🌟😄



Social Fundraising

Share: If you're fundraising for Make-A-Wish SC, always link **your personal Teamraiser page URL** within your actual post, in the comments, your story or your bio. (Tip - you cannot click on hyperlinks in **Instagram** captions, so your link must be put into your profile bio and/or share to your story with a hyperlink tag instead). You can even send personal direct messages to recruit team members or ask for donations.

Care: Create a **personalized thank you** every time you get a donation. This can be a personal message, feed post, or story post.

Click here view the
Make-A-Wish mobile
App Fundraising
Guide!



Authentic Voice

Write posts in **your authentic voice**. Leverage our brand messaging when you want to share facts about our mission, but your connections want to hear from you.

Connect your ask to a personal/relevant amount:

- I need 8 donors to help me celebrate my 8th cancer anniversary.
- Donate \$26.20 and I'll write your name on my marathon bib!
- Donate \$42 in honor of my 42nd birthday.



Best Practices

- Tag **Make-A-Wish South Carolina** on all social channels.
- **Tell your "why" for supporting wish kids**. This can be in a video or any kind of post. Try to speak from the heart ❤️
- Share our posts and photos! By reposting our content, your followers can learn more about our mission as well as why their donation is so important!



Terminology

- Name: **"Make-A-Wish South Carolina"**
- **Capitalize the first letter of each word** and **include hyphens** between each word
- No need to put "Foundation" at the end



Please follow & tag
MAKE-A-WISH SOUTH CAROLINA
on all social channels!



[@MAKEAWISHSC](#)



[@MAKEAWISHSC](#) - MAIN ACCOUNT

[@SCTRAILBLAZECHALLENGE](#) - TRAILBLAZE CHALLENGE

[@WISHNIGHTSC](#) - WISH NIGHT

[@MAWSCYLC](#) - YOUTH LEADERSHIP COUNCIL



["MAKE-A-WISH SOUTH CAROLINA"](#)



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