

Celebrating the Generosity of Our Region

Sample Social Media Posts

Through our Bootcamp on social media, we shared with you lots of information and best practices on how to win on social media for East Bay Gives. As promised, we have provided some sample social media posts for you to adjust based on your needs. Add any content from your organization that helps tell your story, including your own pictures, stats on your programs, and issue-specific hashtags. Don't forget, you can also save time by sharing or RT-ing our posts.

Sample Social Media Posts- Twitter

To post before May 4:

- Save the date! #EastBayGives is May 4, 2017. Mark your calendars and plan to give! www.EastBayGives.org
- Be a part of the spark igniting generosity in the #BayArea! #EastBayGives www.EastBayGives.org
- [INSERT ORGANIZATION NAME]'s work would be impossible without your support! Will you donate on May 4? www.EastBayGives.org
- On May 4, celebrate the #nonprofits that make the #BayArea a special place to live, work, & thrive #EastBayGives www.EastBayGives.org
- On 5/4, join thousands in the Bay Area to support nonprofits, including [INSERT ORGANIZATION NAME] #EastBayGives www.EastBayGives.org
- In 2016, 8,000+ people gave over \$1M for 500 nonprofits in the Bay Area. Join the giving movement on 5/4 #EastBayGives www.EastBayGives.org
- The 24-hour online giving blitz supporting Bay Area nonprofits is bigger than ever, and it starts on May 4 #EastBayGives www.EastBayGives.org!

To post on May 4:

- #EastBayGives is here! Visit www.EastBayGives.org and donate to the #nonprofits making a difference in [INSERT REGION]
- Help us meet our #EastBayGives goal and win more prize \$\$ by donating today! www.EastBayGives.org

- Will you help us win \$XXX in prize money? Donate at [INSERT TIME OF DAY] today to get us to our goal! #EastBayGives
- Support [INSERT NAME OF ORGANIZATION/REGION] and join the Bay Area's giving day - donate now at www.EastBayGives.org

Sample Social Media Posts – Facebook

To post before May 4:

- Save the date! #EastBayGives is May 4, 2017. Join thousands of others and support the non-profits making a difference in the Bay Area, including [INSERT ORGANIZATION NAME]. www.EastBayGives.org
- Want to show your support for nonprofits like [INSERT ORGANIZATION NAME] making a difference in the Bay Area? Donate on May 4 at www.EastBayGives.org. Then, invite friends and family to join the movement.
- This May 4, 2017, join the #EastBayGives movement and celebrate the #nonprofits like [INSERT ORGANIZATION NAME] that make the Bay Area a special place to live, work, and thrive. Visit www.EastBayGives.org for more info.
- #EastBayGives will be giving out \$100K in cash prizes to nonprofits over the 24-hour giving blitz - help us win extra money by donating on May 4! www.EastBayGives.org
- #EastBayGives, the 24-hour online giving blitz supporting Bay Area nonprofits, is bigger than ever, and it starts tonight at 12:00 AM! Visit www.EastBayGives.org any time on May 4 to be a part of the spark igniting generosity in our community.

To post on May 4:

- Last year, we raised [INSERT 2016 GOAL]. In 2017, we are hoping to [INSERT HOW YOUR GOAL HAS GROWN]. Donate at www.EastBayGives.org today, and help us meet our goal!
- #EastBayGives is here! Visit www.EastBayGives.org and donate to the #nonprofits making a difference in the Bay Area. With a minimum donation of \$20, everyone can get involved!
- [INSERT ORGANIZATION NAME]'s work would be impossible without you! Will you donate today? #EastBayGives www.EastBayGives.org
- You can make an impact. Give to the #nonprofits like [INSERT ORGANIZATION] that make the Bay Area a special place to live, work and thrive! #EastBayGives www.EastBayGives.org

For more information, don't forget to check out the [Social Media Bootcamp Toolkit](#) or [reach out to us](#) for help.