

Social Media & Fundraising

Your Handy Guide!



Agenda

- Overview
- Finding Tips & Images
- Use our Click-Shop-Support link for online sales
- How to Post
 - Facebook
 - Twitter
 - Instagram
- Posting Basics
- Texting



Social Media Overview

- People are 71% more likely to purchase when referred by social media – perfect for increasing both catalog and online share purchases!
- Social media reaches TONS of people
- 1.19 billion Facebook users - 47% of internet users have FB
 - 200 million Instagram users
 - 304 million Twitter users
 - 50 million Pinterest users

Where to Find Tips & Images

- The Chairs Office > Fundraiser Resources > Facebook Tips

<http://fundraiser.mixedbagdesigns.com/Promote-Facebook-Tips>

1. Click individual images to see them full-size.
 1. Cover Photos = large rectangle pictures for Facebook pages or profiles
 2. Wall Posts = smaller square pictures that can be used for all social media
2. Right click and select “Save as.” Save pictures somewhere easy to find on your computer for a quick reference.
3. Send to customers to post to Facebook, Twitter and more!

Our Click-Shop-Support Program

<http://www.mixedbagdesigns.com/?fundraiserid=XXXXXX>

It's easy to create a click-shop-support link;

Copy/paste link & replace the Xs with your ID number!

- When a customer posts to social media about their fundraiser (especially about online share), they should **always include a custom link**.
- MBD sends customers their custom link in our online share auto emails
 - It's also available on our Facebook Tips page on our website
- Make your own custom link: **<http://www.mixedbagdesigns.com/?fundraiserid=XXXXXX>**
 - Just replace the XXXXXX with the fundraiser ID number
 - For example, if your ID number is 99614, your link to promote is **<http://www.mixedbagdesigns.com/?fundraiserid=99614>**.
 - The ID 99614 will automatically be added to the website and the order

Our Click-Shop-Support Program

- To automatically add a student name to a custom link:
 - <http://www.mixedbagdesigns.com/Retail-Home?fundraiserid=XXXXXX&student=FirstName&studentlast=LastName>
 - Just edit the link so XXXXXX becomes your Fundraiser ID number and add the seller's first name where it says "FirstName" and seller's last name where it says "LastName."
 - Anyone who clicks on that edited link will support the fundraiser **AND** the seller/student.
 - For Example: Seller is Amy Smith, fundraiser ID is 548372, the link would be:
<http://www.mixedbagdesigns.com/Retail-Home?fundraiserid=548372&student=Amy&studentlast=Smith>

How to Post: Facebook



- **Customers should post on their own wall**
- **Use pictures!**
 - 87% of a Facebook Page's engagement happens on photo posts
- **Always include:** School/group name, click-shop-support link and/or brief instructions.



 **Hannah Johnson** ▸ **mixed bag designs**
Homewood Middle School student registration day in Birmingham, Alabama. Mixed Bag Designs @ our PTO promotion table absolutely sparked with color! 900+ students and families are excited for our fall fundraiser!

From: Photos of mixed bag designs
Shared with:  Public

Unlike · Comment · Share · August 7 near Birmingham, AL

 mixed bag designs, Herbie Johnson, Whitney Wilson Page, Stephanie Starns Picot and 11 others like this.

[Open Photo Viewer](#)
[Download](#)
[Report Photo](#)

How to Post: Facebook



- **Online Share Example:** Support Roosevelt Elementary's Mixed Bag Designs Fundraiser! Click to shop online www.mixedbagdesigns.com/?fundraiserid=XXXXXX and we get credit for your purchase. At checkout, double check that our fundraiser ID **XXXXXX** is entered – you can add the seller you're supporting too! Thanks for your support! **(add picture)**
- **Catalog Order Example:** Support Roosevelt Elementary's Mixed Bag Designs Fundraiser! Browse the two colorful catalogs or look online at www.mixedbagdesigns.com and pick out your favorites. Turn order forms in to _____ by _____. Thanks for the support! **(add picture)**



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From: Photos of mixed bag designs

Shared with: Public

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Christina Stafford

Madison Frembling is fundraising through [mixed bag designs](#) to raise money for our company dance team! We have a lot of exciting opportunities this year for our team and we'd really like to raise enough money so that we can make those opportunities a reality.

Please check out our catalog either online at www.mixedbagdesigns.com or in person through me! If ordering online enter our fundraiser ID number: 97034 at the top of the page and don't forget to enter Madison Frembling as the seller's name.

We receive 40% of your purchase - it's that easy!

Unlike · Comment · Share · February 20

mixed bag designs, Sandra Goodyear-Eames and Melissa DelRosso-Wiideman like this.

2 shares

Album: Timeline Photos

Shared with: Public

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[Embed Post](#)

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Facebook images will not link to a website unless you include a link in the caption

Real customer example



- Why is this a good post?
 - Mentions and tags seller name
 - Tags Mixed Bag Designs (this way anyone can click our name and be led to the FB page for more info)
 - Says who money is being raised for and why
 - Briefly explains ordering via catalog or online
 - Lists fundraiser ID
 - Includes click-shop-support link to our website

How to Post: Twitter



- Must write a post in 140 characters or less – you must be brief!
- Include a picture if possible, but if you run out of characters images aren't as important as they are on Facebook.
- Examples:
 - Support Roosevelt's [@mixedbagdesigns](https://twitter.com/mixedbagdesigns) fundraiser! Browse the catalogs or www.mixedbagdesigns.com & turn in order forms to the office by 10/30
 - Support Roosevelt's [@mixedbagdesigns](https://twitter.com/mixedbagdesigns) fundraiser! Shop online at www.mixedbagdesigns.com/?fundraiserid=XXXXXX. Enter ID **XXXXXX** at checkout.
Thank you!

How to Post: Instagram

- Instagram is much newer than Facebook or Twitter, but it is extremely popular, especially with young adults
- **The image is the most important part**
- Unfortunately, in the text part of the post you cannot click through a web link, but still include the website.
 - **Example:** Want to shop for a great cause? Support Roosevelt's @mixedbags fundraiser! Shop 100s of great products at www.mixedbagdesigns.com & turn in order forms to the office by 10/30. Thanks!
 - **Example:** Want to shop for a great cause? Support Roosevelt's @mixedbags fundraiser! Shop 100s of great products at www.mixedbagdesigns.com & add our fundraiser ID# 333446 at checkout so we get credit. Thanks!



hairskaysalon
hairskayacademy.org

24w



♥ vinnymucho, erikadivana, karenstyles_,
lttrecords, kswonn

hairskaysalon We are doing a Mixed Bags fundraiser to raise funds for our 501 c 3 Not For Profit Beauty Academy the First of its kind in the State of CT. You can make your purchases on <http://www.mixedbagdesigns.com> our school ID# 171822

We will get 40% of all online purchases! Thank you for your support and we'd appreciate if you share this posting with your friends and family. #mixedbagdesigns #hairskayacademy #weneedyoursupport #hairskaysalon #nhv #notforprofitbeautyacademy



Real customer example



- Why is this a good post?
 - Colorful, engaging picture
 - Says who money is being raised for and why
 - Lists fundraiser ID
 - Briefly explains how to order online

Texting

- 97% of 18-24 year olds text regularly, and 73% of adults
- Texting is an easy way to spread the word about your fundraiser to all your contacts
- **Fundraiser Announcement:** Roosevelt Elementary's fundraiser starts today! Look out for Mixed Bag Designs catalogs & get your orders in!
- **Reminder Text:** Don't forget about Roosevelt's Mixed Bag fundraiser! Check out the catalogs & get your orders in this week!
- **Text About Shopping Online:** Support Roosevelt Elementary by shopping online! Just go to www.mixedbagdesigns.com/?fundraiserid=XXXXXX and shop away!

Basics to Remember

- To add a picture in the body of an email use a JPEG file
 - Just add your contact info below the picture!
- JPEGs and PNGs are the only file types you can share on social media
- PDFs can be attached to an email, but not inserted in an email body