



Annual Benefit

Instagram Stories Copy:

Instructions: Social Media is an effective tool to recruit and inspire team members and donors to your Annual Benefit team and goal. Below are text options to use along with a photo, to inform your followers about the Annual Benefit mission and why it is important. Don't be afraid to post often, and across multiple platforms, to reach as many potential team members and donors as you can. You can find more tips on social media fundraising at the end of the document.



Instagram Stories: This popular feature on Instagram allows you to share temporary content (24 hours) with your followers. *New to Instagram Stories? Read this [how-to guide](#) for more information.*

1. Beyond a standard Instagram post (Photo with caption), post one of the single photos to your Instagram story as well.
2. Use one of the series of posts: Post multiple stories in a row that lay out a theme or data with a progression of photos and information. Follow the numbered order within each folder.
 - a. Within each Series folder, there is a "blank" image that has space allowing you to add any text or any Story feature to make it personal.



Make Sure To:

1. Place the link to either your fundraising page or the [general Annual Benefit website page](#) in your bio so your followers have a clickable link that will lead them directly to your desired page ([read more](#)).
2. Supplement these stories with personal anecdotes and reasons why you support Habitat Chicago's mission. Donors and potential team members are more inclined to support you and your connection to the event.
3. Tag @habitchicago and use the hashtag #HabitatChicago



Other ways to use social media to help fundraise:

1. Direct messages
 - a. You can see who has read/seen your messages on Facebook and Instagram.
 - b. Direct message anyone who responds to, looks at, or interacts with multiple things you post.
2. Instagram Stories
 - a. Beyond a standard Instagram post (Photo with caption), post a photo to your Instagram story as well.
 - b. Series of posts: Post multiple stories in a row that lay out a theme or data with a progression of photos and information.
4. Thank those who donate!
 - a. Give a shout out on your social media to anyone who donates (with their permission).
 - b. Could be an Instagram story, Facebook post, photo with caption, etc.
5. Share photos!
 - a. Share photos of you at previous Habitat events to emphasize your personal connection.
6. Work with your table team
 - a. When someone posts on social media, be sure to like and respond.
 - b. Tag each other in posts to help boost your signal.
7. Always use a photo or video when possible
 - a. Photos and videos are more likely to come up on people's feeds and generate more interactions.
8. Post early and often
 - a. Not every post is seen by everyone every time, so you won't be overloading people's feeds!