

Social Media Toolkit

Here are some ways you can officially launch your campaign using social media. Don't forget to keep your friends and family updated on your progress, and thank them for supporting your efforts to feed NYC.

Facebook

- Did you know that millions of New Yorkers face hunger? That's why I'm fundraising to support @CityHarvestNYC as they help feed New York City! Donate to my campaign here: [Link to personalized URL]. #WeAreCityHarvest
- I'm giving back this [fall/holiday season] by supporting @CityHarvestNYC's work feeding New York City. Help me make sure good food gets in the hands of those who need it most by supporting my fundraiser: [Link to personalized URL]. #WeAreCityHarvest
- Support my campaign for @CityHarvest and join me in helping feed New York City! Every \$1.50 donated helps City Harvest rescue and deliver enough food to feed a family of four. [Link to personalized URL] #WeAreCityHarvest

Instagram

- Did you know that millions of New Yorkers face hunger? That's why I'm fundraising to support @CityHarvestNYC as they help feed New York City! Donate to my campaign at [Insert personalized URL or bitly]. #WeAreCityHarvest
- I'm giving back this [fall/holiday season] by supporting @CityHarvestNYC's work feeding New York City. Help me make sure good food gets in the hands of those who need it most by supporting my campaign at [Insert personalized URL or bitly]. #WeAreCityHarvest
- Support my campaign for @CityHarvestNYC and join me in helping feed New York City! Every \$1.50 donated helps City Harvest rescue and deliver enough food to feed a family of four. [Insert personalized URL or bitly] #WeAreCityHarvest

Twitter

- Did you know millions of NYers face hunger? Donate to my campaign for @CityHarvest and help fight hunger. [Insert personalized URL or bitly] #WeAreCityHarvest
- Support @CityHarvest and the fight against hunger in our city by donating to my fundraiser! [Insert personalized URL or bitly] #WeAreCityHarvest
- Help me fight hunger and food waste this [fall/holiday season] by donating to my fundraiser for @CityHarvest. [Insert personalized URL or bitly] #WeAreCityHarvest

Engage your network and post your fundraising activities. Tag City Harvest and we may feature you!



For more information, email
diy@cityharvest.org
Or visit cityharvest.org/diy