

stuckonyou®  
putting the  
FUN back in  
**FUNDRAISING!**



## Guide to Social Media Success

### 1 Ask a Question

**Example:** Have you helped us fundraise by purchasing some personalised labels yet?

### 2 Keep it short, sweet & to the point

**Example:** We're fundraising with Stuck On You. Make a purchase and we'll get 20% commission for our fundraiser!

### 3 Give them a link

Use our personalised store front to generate your unique fundraiser URL and provide this to all your social media following.

**Example:** Click here to start fundraising for us! [link]

### 4 Offer some valuable information

**Example:** Our fundraiser has already raised \$500 toward the new clubhouse. Have you made a purchase yet?  
Click here to help contribute [link]

### 5 Give a clear Call-To-Action. Tell people EXACTLY what to do.

**Example:** Help us raise funds for the new clubhouse by purchasing personalised labels, gifts and products at Stuck On You. Purchases raise 20% commission for our fundraiser. Click here to shop through our unique online store [link]

### 6 Post an Image. People are more likely to share a post that has a great image in it!

Download all our great images to help promote your fundraiser or use your own

**Example:** Here's a picture of the new hockey sticks we'll purchase when we raise all our funds.

Shop online at [stuckonyou.biz](http://stuckonyou.biz)  
Email [info@stuckonyou.biz](mailto:info@stuckonyou.biz)

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